Vol. 1 NOVEMBER, 1921 No. 4

The Candy Manufacturer

THE SWEETEST INDUSTRY'S MOST AUTHORITATIVE MAGAZINE

A Specialized Technical and Commercial Magazine for Manufacturing Confectioners Exclusively

IN THIS ISSUE

Functions of the Foreman and Forelady
CLYDE E. MURRAY

Examination of Chocolate Liquors
DR. A. P. BRYANT

Sugar, Manufacturing Value, IV
DR. FREDERIC W. MURPHY

Dealer Helps that Help the Dealer
JOS. POTSDAMER

$3.00 the year, 5 years $10.00, Single copies 50c

Earl R. Allured, Publisher
Stock Exchange Building
CHICAGO

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After reading forward to:

Superintendent | Chemist
Purchasing Dept. |
Sales Manager | *Return to*



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A



COMING

Authoritative articles on the following subjects will appear in subsequent issues:

FLAVORS
GELATINE
CHOCOLATE COATINGS AND LIQUORS
COCONUT BUTTERS

DR. W. E. MATHEWSON

Chemist in Charge

COLOR CERTIFICATION LABORATORY

U. S. Bureau of Chemistry

is preparing a comprehensive article on

CONFECTIONERS' COLORS

written exclusively for

The Candy Manufacturer

"The Sweetest Industry's Most Authoritative Magazine—Read Wherever Good Candy Is Made"

GOING UP

Contemporaneous with the incorporation of

THE CANDY MANUFACTURER PUBLISHING COMPANY

on November 18th, 1921, our offices have been moved from Suite 520 to Suite 1120,
of the Stock Exchange Building—same address,
30 North La Salle Street.

Drop In and See Us—ON THE ELEVENTH FLOOR

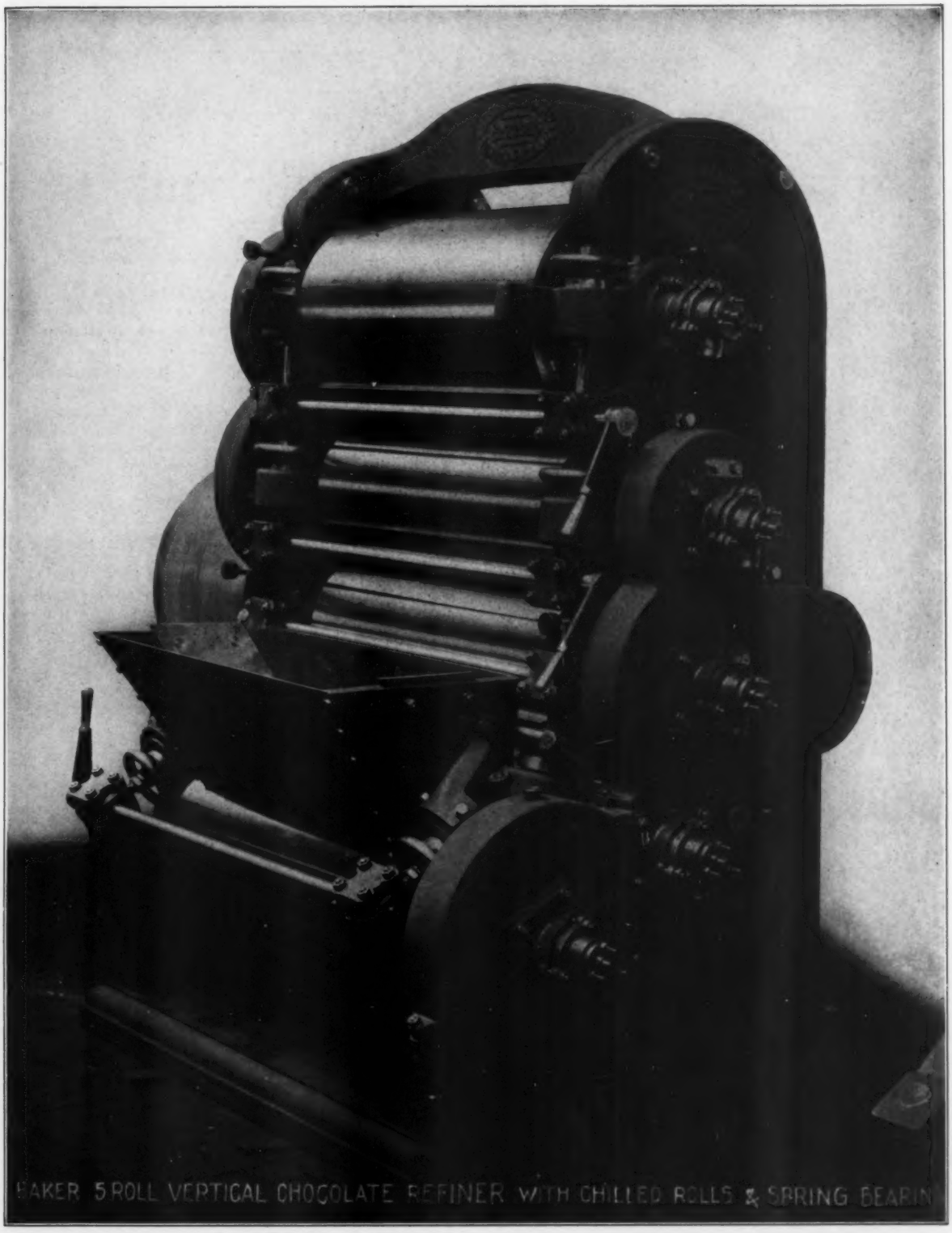
The Candy Manufacturer

"Read Wherever Good Candy Is Made"


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Candy and Chocolate Machinery—100% Efficiency



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Twelve Reasons Why You Should Use a Savage Marshmallow Beater

First Superior Construction and more Marshmallow in volume with less gelatine.

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Third Larger batches in quicker time.

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Sixth Large air vents in cover to remove heat caused by friction of Beating Paddle.

Seventh Hinged cover can be partly raised during beating process so operator can at all times test and see the batch.

Eighth Large six-inch quick open slide valve for fast emptying.

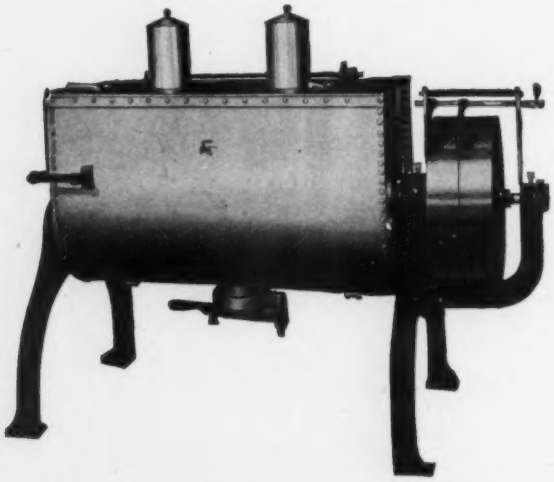
Ninth Increasing sales and large list of satisfied users.

Tenth Sold by test in competition with all makes of beaters.

Eleventh First cost final, owing to the quality of material used.
Simplicity of construction. No complicated parts to get out of order.

Twelfth Always on the job. STOPS GRIEF.

COMBINATION HOT AND COLD WATER JACKET



Capacity	Size of Pulleys	Floor Space	Capacity in Gallons	H.P.
60 lbs.	18 x 3 in.	50 x 18 in.	50	3
150 lbs.	20 x 4 in.	58 x 36 in.	80	5
200 lbs.	20 x 4 in.	72 x 36 in.	110	7½

Send for Descriptive Circular.

The Savage Marshmallow Beater

Combination Hot and Cold Water Jacket

SAVAGE BROTHERS CO.

The Savage Portable Fire Mixer Increases Production Reduces Cost

In the making of Nougat Candies, Caramels, Jelly and Gum work, Kisses, Peanut Slab, Bar Brittles, Cocoanut Goods, etc., Cream Beating or remelting of Cream Fondants; in fact, anything you are stirring and cooking by hand.

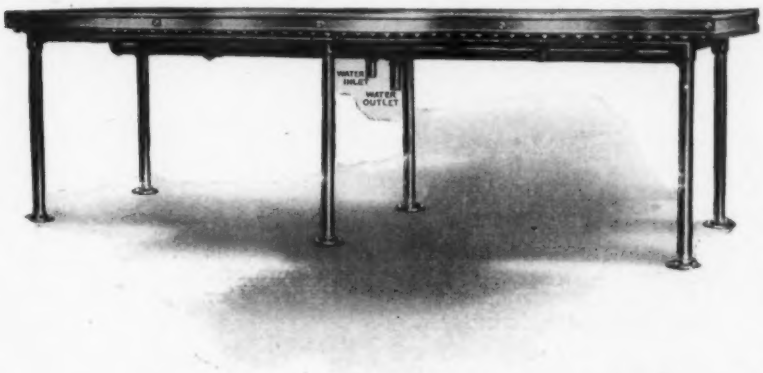
This machine is small, compact, self-contained with Kettle, Motor and furnace. Single or Double-Action Mixers. All gears and working parts encased. Scrapers prevent scorching. All bearings double. Stirrer removed from Kettle by operating a lever.

Simplicity of Machine renders each part very accessible for cleaning.

MACHINE	No. 1	No. 2	No. 3
Floor Space	26x54 in.	27x72 in.	30x72 in.
Height	60 in.	71 in.	71 in.
Weight	500 lbs.	650 lbs.	675 lbs.
Size Kettle	20 in.	22 in.	24 in
Horse Power	⅓	½	¾

Fitted with Atmospheric Gas Stove and Single or Double Stirrer, as preferred.





"The Perfect" Water Cooled Slab

A broad assertion, we admit, but nevertheless true. Water Circulation PERFECT; cools your candies to PERFECTION, hence we call it the "PERFECT" WATER-COOLED SLAB. The experimental stages in the building of our perfect water-cooled slab have passed. The many satisfied customers is our guide.

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Five Convenient Sizes

36 in. x 60 in. 36 in. x 72 in.
36 in. x 96 in. 48 in. x 72 in.
48 in. x 96 in.

All Slabs Crated FREE OF CHARGE
Polished Steel Slab Bars — Any Size

2638-46 Gladys Avenue, Chicago, Ill.

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The article about Fred Sanders of Detroit will appear in the January issue instead of October as announced owing to extensive alterations being made in his factory at this time.

Contents of the issue of January, 1922,

THE SUPERINTENDENT'S NUMBER

listed on page 58 of this issue.

Dr. W. E. Mathewson, Chemist in Charge, Color Certification Laboratory, U. S. Department of Chemistry, is preparing an article exclusively for The Candy Manufacturer

on

Confectioner's Colors

The Candy Manufacturer

"Read Wherever Good Candy Is Made"

Stock Exchange Bldg., **CHICAGO, ILL.**

INCORPORATED

REALIZING that THE CANDY MANUFACTURER has hardly scratched the surface of its possibilities and only approached the ideals which the manufacturing confectioners have a right to expect from the manufacturers' magazine of the industry, a publishing corporation has been formed, with a paid in capital of $30,000 to adequately finance the development of the magazine along the same high standard which has characterized THE CANDY MANUFACTURER since its inception.

The name "The Confectionery Business Press" has been supplanted by the corporate name:

The Candy Manufacturer
Publishing Company

The purpose of the corporation is to publish THE CANDY MANUFACTURER, The Blue Book—Buyers' Directory of candy factory supplies and equipment, text books on candy factory management, and various technical literature relating to the manufacturing interests of the confectionery industry.

The officers:

Earl R. Allured—President,
Prudence M. Walker—Secretary,
Arthur M. Goelitz—Treasurer,

ask the confidence and whole-hearted co-operation of the manufacturing fraternity and the supply field in making THE CANDY MANUFACTURER one of the finest technical and commercial business magazines in America—an institution of greatest possible service to our industry.

Among Our Five Year Subscribers

These letters selected at random are published to prove the economic importance of The Candy Manufacturer in this industry.

". . . absolutely on the right track"
An extra subscription for the superintendent

McKUSICK, TOWLE & CO.

Minneapolis, Minn., Oct. 18th, 1921.

Mr. E. R. Allured, Publisher,
The Candy Manufacturer, Chicago, Ill.

My dear Allured:

I have intended to write you ever since I received your last number.

I am surprised at the magazine you are putting out and believe you are absolutely on the right track in publishing a magazine from the technical viewpoint for the manufacturer only.

Check for $13.00 is enclosed, which covers a five year subscription for the house and a one year subscription for our superintendent, Mr. Geo. J. Armstrong, to be sent to his home address, 610 E. 38th St.

If I can do anything for you, I would be very glad to do so.

Yours very truly,
(Signed) A. N. McDole.

". . . of value to all practical men in our industry"

Cleveland, Ohio, Oct. 12, 1921.

Earl Allured, Publisher,
The Candy Manufacturer,
30 N. LaSalle St., Chicago, Ill.

Dear Sir:

Enclosed please find check for $10.00 for five years subscription for the Candy Manufacturer.

We are subscribing for five years, first as a matter of economy in purchasing, and then for the simple reason that we are very much interested in the special articles which are of value to all practical men in our industry.

You have started right, may you long continue.

Cordially yours,
THE EDW. M. BECKER COMPANY,
(Signed) E. M. Becker.

". . . certainly room for you"

Philadelphia, Oct. 13, 1921.

We subscribed to your publication for five years solely because we expect to get our "money's worth" from it.

There is certainly "room for you" if you keep your magazine on the same high plane as the issues we have seen so far.

You have our best wishes for success.

Yours very truly,
SMITH & PETERS,
(Signed) By: P. J. Wunderle.

". . . had several items that were very important to us"

Brooklyn, N. Y., Oct. 18, 1921.

Your letter of October thirteenth at hand, the reason we subscribed five years was because the novel get-up of your magazine appealed to us. The one copy that was mailed had several items that were very important to us.

If you continue along this same line there is no doubt there will be a number of things we will be able to learn from same.

F. X. KUCHLER & SON,
(Signed) F. X. Kuchler, Jr.

Wants bound volume

Cleveland, Ohio, Oct. 1, 1921.

The Candy Manufacturer,
520 Stock Exchange Bldg.,
Chicago, Ill.

Gentlemen:

Kindly reserve for me a bound volume of the Candy Manufacturer, containing F. W. Murphy's articles and send bill c/o The Chandler & Rudd Co., 234 Euclid Ave., Cleveland, Ohio.

Very truly yours,
THE CHANDLER & RUDD CO.,
(Signed) H. H. Lutzy, Asst. Treas.

". . . a publication of exceptional merit"

Winston-Salem, N. C., Oct. 8, 1921.

. . . we subscribed for your magazine for five years because we consider it a publication of exceptional merit. Our superintendent comes from Chicago and finds your magazine profitable reading.

Thanking you to acknowledge receipt of the enclosed check for $10.00, we are,

Yours very truly,
CRYSTAL CANDY COMPANY,
(Successors to Martin Hill Candy Co.)

P. S.—Please be certain to send the directory of supply and material firms included in your 5-year offer.

". . . because it will be worth something to us"

Boston, Mass., Oct. 8, 1921.

. . . We are sending you a five year subscription to the Candy Manufacturer, because we like what there is in it, and feel that it will be worth something to us.

H. N. FISH COMPANY,
(Signed) H. H. Greene, Treasurer.

The Pulse of Our Industry

Expressions from a few of the Manufacturing Confectioners who have backed their faith in The Candy Manufacturer with an investment of $10.00.

". . . fills a long felt want"

Portland, Maine, Oct. 6, 1921.

. . . from the two or three issues of the CANDY MANUFACTURER which we have seen we are led to believe that this publication fills a long felt want in the confectionery business. We like the idea of being able to get facts pertaining to the manufacturing end without being obliged to digest considerable matter which is intended only for the retailer.

We also like the very entertaining and easy reading tone of the articles which you have published so far and certainly hope you can keep up the good work along the same line.

Our main idea in subscribing for the full five-year period was in order to be sure to get the Blue Book, which we believe will be a valuable addition to our library.

Wishing you the very best of success with the CANDY MANUFACTURER, we remain

SIMMONS & HAMMOND MFG. CO.,
(Signed) P. S. HARMAN.

". . . fills a long felt want"

Indianapolis, Ind,, Sept. 27, 1921.

The writer has just returned from the Nichols Candy Co. of this city, where I saw the September issue of the CANDY MANUFACTURER. When I came back to my own office, I had Mr. Nichols' magazine. Before I could get it away from him, I had to absolutely promise that I would return it to him personally.

You will find enclosed our check for $10.00, for which please enter our subscription for the next five years and please begin this subscription with your No. 1 issue.

We feel that your magazine will fill a long felt want, more especially to the manufacturer, and we look forward with much pleasure to the education which will be gained by reading all such articles as will be contributed by Frederic W. Murphy and others on raw materials used in our business.

Wishing you much success, we beg to remain

Very truly yours,
BETSY ROSS CANDY SHOPS,
(Signed) FRANK D. FRAWLEY.

". . . now we know which is which"

South Boston 27, Mass., Oct. 7, 1921.

So many new magazines have broken out in the confectionery trade that we have got them confused. Now we feel that we know which is which.

Enclosed I hand you my check for $10 and subscription blank filled out and I want to help you carry out your magazine with the publication of Frederick W. Murphy's articles on sugar.

You certainly started something with that series of articles. I personally went to considerable trouble investigating in an endeavor to find any researches that had been made along that line and there was nothing. I realize the importance such investigation would have and I am very glad you are supplying such valuable information on the subject, and I shall watch with considerable interest each article as it is published.

I have Nos. 2 and 3 of the CANDY MANUFACTURER. Please send me No. 1.

I want to commend you for the general plan of your directory you are planning to issue. Seems as if you must have been watching the Chilton Co. of Philadelphia and their automobile directory and their automobile trade journal. You certainly have followed the right idea.

If you continue with the brand of ideas you have started . . . (balance of this paragraph furnished on request).

Sincerely,
E. R. KNOTT MACHINE CO.,
By E. R. KNOTT, President.

From Canada

Pictou, Nova Scotia, Nov. 9, 1921.

. . . The sample copy looks real interesting, and some of the articles are just the kind that we have been looking for. A five-year subscription and money order for $10.00 are enclosed.

The name of Robert E. Salade, who writes for Shears, looks good to us, and we know that his articles are worth the price of admission.

Yours respectfully.
C. J. HAMILTON & SONS,
(Signed) H. Seymour Hamilton.

"Worth Crowing for"

North Chicago, Sept. 15, 1921.

We acknowledge receipt of your last issue of THE CANDY MANUFACTURER which is very much appreciated.

Check for $20 is enclosed in payment of two five-year subscriptions, one for our North Chicago factory and the other for our factory at Rochester, N. Y. In our estimation the candy industry has needed just such a magazine for years.

We like your policy and we want the series of articles by Frederic Murphy, Dr. Bryant and others for future reference.

We believe your magazine is cheap at twice the price. We wish you abundant success.

Yours truly,
GOELITZ CONFECTIONERY CO.,
(Signed) Adolph Goelitz, President.

Among Our One Year Subscribers

From the Executive, Superintendent and Assistant Superintendent

BLANKE-WENNEKER CANDY CO.

St. Louis, Oct. 21, 1921.

Some ten days ago I sent you subscriptions to your paper, one each for our Superintendent, Assistant Superintendent and myself. This, after reading several of your copies and believing it is just the kind of a paper that the candy manufacturers should subscribe for.

The candy industry was in need of a high-class, specialized magazine like yours. I positively believe that your paper will benefit the candy industry very much; otherwise, I would not have sent you the three subscriptions.

Respectfully yours,
(Signed) AUG. H. WENNEKER.

". . . truly a trade journal . . . each article worth price of subscription"

Denver, Colo., Oct. 6, 1921.

Referring to yours of the 28th ult., we acknowledge receipt of "The Purchasing Number" of THE CANDY MANUFACTURER, and are so impressed with the issue that we enclose you our check for $3.00 for one year's subscription.

We wish to compliment you on the sample issue we received of your publication, in fact, it is truly a trade journal, and the series of articles you are conducting, each one, we believe, is worth more than the price of the annual subscription, and is of most educational value to the candy manufacturer, and contains elements of importance that are so conspicuously missing in other trade journals that we have been reading.

Very truly yours,
THE LEONARD CANDY CO.,
(Signed) L. A. Rothgerber.

". . . Mr. Sampson's article in a class by itself"

Reading, Pa., Oct. 15, 1921.

I was so well pleased with the September issue of THE CANDY MANUFACTURER that I had a desire to immediately write and congratulate you.

I have heard several favorable expressions on the splendid make-up of the magazine and that it will fill a much needed want in the Candy Industry.

I have been particularly interested in the articles written by Mr. Baker and Mr. Murphy; of course, the article by Mr. Sampson is in a class by itself and requires some thought, in fact I have not finished analizing his subject as yet.

May I suggest that you continue in your efforts to have capable men write articles on the various items of raw materials we use, such as gelatine, egg albumen, the various qualities of cocoa beans, peanuts, almonds, certified colors, flavors, essential oils, etc., giving their history in detail similar to the articles now written on coconuts and sugar. I believe they will prove very interesting, at the same time give us a good opportunity to become more familiar with the products.

Yo umay also enter our order for one of the Blue Books you anticipate issuing within the next few months.

With best wishes for your success, I am,

WILLIAM H. LUDEN,
(Signed) N. S. Reppert,
Purchasing Agent.

". . . read with great deal of interest"

Brooklyn, N. Y., Oct. 3, 1921.

We are in receipt of your September issue which we read with a great deal of interest. We are quite sure that we shall derive benefit from our subscription. Thank you.

WALLACE & Co.,
(Signed) F. C. Swan.

"the one magazine I have not consumed at the first reading"

Ottumwa, Iowa., Oct. 7, 1921.

The enclosed subscription card will relieve you of the necessity of carrying this firm's name on the "free list."

Owing to the increasing stress of business with the approach of preholiday season, I have not been able to give all the attention to this last issue that I would like. However, I have carefully digested the article by Mr. Sampson, and can appreciate that much good can be derived from it. The responsibilities and advantages of the buyer are equally as important as the mechanisms within the factory proper, together with the science and skill of the factory organization.

This is the one confectionery magazine that I feel that I have not consumed at the first reading.

Yours very truly,
WALTER T. HALL & Co.,
(Signed) Harold S. Vinson.

"very much pleased with the 'get-up'"

New York, Oct. 4, 1921.

We received a copy of the "Purchasing Number" of THE CANDY MANUFACTURER and were very much pleased with the clever manner in which this book is gotten up.

We enclose our check for $3.00 to cover one year's subscription and will be interested in receiving future copies of this magazine.

Yours very truly,
D. AUERBACH & SONS,
(Signed) Per: A. M.

"start with back numbers we have missed"

Baltimore, Md., Oct. 9, 1921.

We are enclosing our check for $3.00 for one year's subscription.

We received two copies from you and you might make this subscription start with any back numbers that we might have missed.

From your first two copies we feel your publication is going to be of some benefit to us and we wish you success in your efforts.

Yours truly,
THE BLUE RIBBON CANDY CO.,
(Signed) Frank G. Uhlenberg, Pres.

". . . send me the back numbers"

Baltimore, Md., Sept. 29, 1921.

. . . Please begin my subscription sent you with the first number containing the series on sugar, as I note the September issue has the third article and if you can do this, please send me the back numbers.

E. H. JOSSELYN.

Read by Superintendent and All Foremen

Oklahoma City, Oct. 10, 1921.

Your September edition was received several days ago and so far our Factory Superintendent and all foremen have read it with a great deal of interest.

It is unusual for a magazine of this kind to be written as intelligbly and as clearly as this one, and we are frank in telling you that it was a very pleasant surprise. We feel that your magazine is in a class by itself and as you have probably noticed, we sent you our subscription.

With every good wish for your continued success, we are,

Yours very truly,
THE ODELSA MFG. Co.,
(Signed) C. M. Rud.

Rose Buds From Our Readers

A faith that moves mountains

Rochester, N. Y., Oct. 12, 1921.

. . . I am interested in the "Candy Manufacturer" and believe it will become a considerable power for good in the industry.

Yours sincerely,
ROCHESTER MARSHMALLOW CO.,
(Signed) Edwin R. Marsh.

"The most enlightening proposition . . . in our experience as a manufacturer

Denver, Colo., Sept. 30, 1921.

From reading closely through your excellent magazine, we somehow seem to have come to the conclusion that all candy manufacturing troubles are to be poured into your lap, with the assurance that they will somehow be solved, so we would like to know if, in or about your sanctum sanctorum you have a recipe for Pure Food "Lac" or Glaze," or if you could advise us where such could be procured.

We want to say, without it appearing to be "Salve," that your magazine is the most enlightening proposition we have ever come into contact with in our experience as a manufacturer. A small manufacturer has many more problems to contend with than a large manufacturer, for the large manufacturer has other "Brains" than his own to assist him on his way while the small manufacturer must find other connections to assist him. Generally the best source for such assistance is trade magazines, but most of them now contain little more than advertising and trade-news, when what we also want is basic facts on manufacturing in all its branches, and we think you are on the right track. We're pleased to have met you, and feel sure we will travel together as long as your magazine is as interesting as it now it.

THE CAPEN-SCHAETZEL CHOC. CO.,
(Signed) W. H. Schaetzel.

"glad to get in on the magazine"

Syracuse, N. Y., July 21, 1921.

The second article on "Sugar" by Mr. Murphy has been greatly appreciated by the writer. . . .

. . . Of all the technical articles so far read, this series by Mr. Murphy is the most concise and to the point and written so that the laymen can understand them, and we feel very pleased to have had the pleasure of getting in on the magazine.

CRAMER CANDY CO., INC.,
(Signed) W. M. Cramer, Jr.

"very glad to have access to such a magazine"

Atchison, Kans., Sept. 29, 1921.

We are in receipt of your sample copy of THE CANDY MANUFACTURER. We are very glad, indeed, to have access to such a magazine and believe that the subjects contained therein are of vital interest to every candy manufacturer.

Here is hoping that the numbers to come will be as interesting and as instructive as your first number of the fall Purchasing Number.

THE LINCOLN CANDY & MFG. CO.,
(Signed) C. H. Lockwood,
Sec.-Treas.

". . . so full of good information"

Dixon, Ill., Sept. 1, 1921.

In acknowledgment of your letter of October 14th, am sorry to say that I have received only the July and September issues of your magazine. These are the first I've seen and they are so full of good information, I do not like to lose out on the August issue; is there not some way you can forward it to me?

Am looking forward to receiving the numbers for October and November. In mailing issues to me will you please be sure they are addressed to me personally; there are two offices in the Borden Factory here; one in the Preserved Milk Dept. and the other our own: The Confectionery Dept. If they are mailed simply to the Borden Co. I may not receive them, therefore shall greatly appreciate your co-operation in this respect.

Yours very truly,
THE BORDEN COMPANY,
(Signed) I. F. Sawyer,
Supt. of Confectionery.

"I take my hat off to you"

New Orleans, La., Oct. 24, 1921.

Enclosed find my check for subscription to your Journal. For your information I subscribe to all the trade journals. I take my hat off to you, it is the best published. Wish you success.

CONSOLIDATED BROKERAGE CO.,
(Signed) Pat A. Trouard.

Suggestions, Please

Will our readers kindly suggest a few subjects on any phase of candy factory management which should be included in our editorial program for 1922.

". . . wants all back copies"

Burlington, Ia., Sept. 26, 1921.

We herewith enclose our check for $3.00 to cover one year's subscription to THE CANDY MANUFACTURER.

We will appreciate it if you will date our subscription back to the first issue, and forward to us the July and August issue.

Yours truly,
CLINTON-COPELAND CO.,
(Signed) J. R. Copeland.

". . . with a great deal of interest"

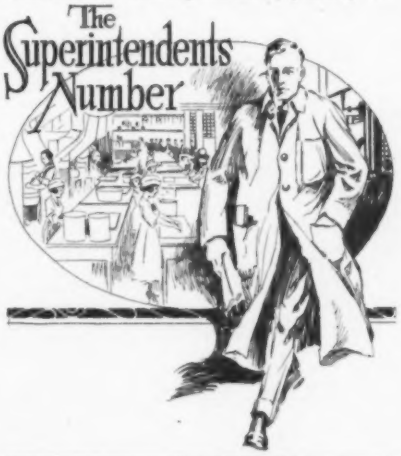
Boston, Mass., Oct. 19, 1921.

. . . I have been reading your articles in "The Candy Manufacturer" with a great deal of interest. The facts that you are there setting forth are entirely new to most candy makers and in fact, I believe that candy manufacturers, in general, know very little about the materials with which they are working, and the reactions that take place in the process of candy making. . . .

Sincerely yours,
CHAS. N. MILLER CO.,
(Signed) A. L. Miller.

OUR GOAL

Every confectionery superintendent and executive on our subscription list by January 1st.



From an Advertising Agency

New York, Aug. 3, 1921.

. . . Thank you for the copy of the Convention issue of THE CANDY MANUFACTURER. We are glad to have the opportunity of looking over the second issue of your very promising magazine, and if only part of the objectives which you have set are attained you will no doubt serve the industry admirably.

FRANK SEAMAN, INC.,
(Signed) Wm. A. Hart,
Manager, Marketing Division.

What Constitutes the Literature of a Specialized Business Magazine

What the subscribers of The Candy Manufacturer *have a right to expect from the manufacturers of confectioners' supplies and equipment.*

THE secret of the intense "reader interest" on the part of the subscriber to a specialized business magazine is that every page of the entire issue contains a message directed to *one* audience—one class or division of an industry whose vital problems and interests constitute a separate department, a profession perhaps, a purchasing unit.

The Candy Manufacturer is (or should be) "read wherever candy is *made*"—not sold. The distributors of confectionery are not vitally interested in the technical processes and problems of manufacture. This magazine is devoted primarily to matters of production—not distribution. Therefore, the editorials, feature articles, departments and also the sales messages in the advertising pages are directed to manufacturing confectioners.

Our subscribers have a right to expect in The Candy Manufacturer not only editorial and contributed articles on materials, methods and management from authorities on each respective subject, but also information about the available sources from which to purchase confectioners' supplies and equipment presented by the manufacturers in the supply field who are soliciting the patronage of the manufacturing confectioners. Such information presented in the advertising columns is just as essential and just as valuable a part of the literature of a specialized magazine as the copyrighted reading matter.

In presenting The Candy Manufacturer before the manufacturers of candy machinery and supplies, etc., as the most logical medium in which to advertise their products to manufacturing confectioners, we do so with the viewpoint of giving our readers just the kind of information they want and not alone in the sense of "soliciting business."

Our subscribers are buyers and buying executives and the practical men of the candy factory who have the responsibility of producing merchandise which will sell and repeat at a profit. These men have a right to expect to find the advertising of factory supplies and equipment as a part of the literature of the publication which is edited exclusively in their interests.

Earl R. Allured
Publisher.

No Package Line is Complete Without

one or more boxes packed with

LIEBSWRAPS

THROUGH an unbroken career of many years in the manufacture of candy wrappers the L. A. Liebs Company, Inc., has attained a reputation for quality, service and fair dealing of which they are justly proud.

THE CANDY WRAPPER HOUSE

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312-316 East 23rd St. - NEW YORK Nine Clinton Street - NEWARK, N. J.

Vanilla Flavoring Better than the Bean

THERE is no test of Vanilla flavoring quality, economy or satisfaction that is not best and most dependably met by Ozone-Vanillin.

An ounce of Ozone-Vanillin has the flavoring energy of about 2½ pounds of superior Vanilla beans and by proper manipulation is soluble in 10% alcohol. The immense saving herein attained is truly representative of the efficiency principles without which no manufacturing organization is really complete.

Ozone-Vanillin is absolutely pure, derived solely from selected vegetable sources by an exclusive process which eliminates every trace of superfluous matter and derives an aromatic body identical with the Vanillin which would result from perfect purification of the chief flavoring principle of best Vanilla beans.

Ozone-Vanillin is utterly uniform in character and results. Herein lies a significant advantage over Vanilla beans, which by their nature are bound to vary in size, quality and flavoring value.

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PURER, SURER THAN THE BEAN



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YOUR MARSHMALLOWS will be deliciously tender throughout when you use ESSEX Standardized Gelatine. The flavor which toasting brings out will be uniformly delightful. The fine body and superior keeping quality (whether you use the cold or hot process) will be absolutely uniform as well.

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The Candy Manufacturer

"READ WHEREVER GOOD CANDY IS MADE"

A Specialized Technical and Commercial Magazine for Confectionery Superintendents, Purchasing Agents and Executives

PUBLISHED MONTHLY BY

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PURPOSE

The purpose of THE CANDY MANUFACTURER is to provide a medium of constructive service and communication between manufacturing confectioners exclusively, a high-class specialized business magazine devoted to the problems and interests incident to the manufacture of confections and the management of a candy factory.

POLICY

THE CANDY MANUFACTURER, being a highly specialized publication, is edited in the interest of the executive, the purchasing agent, the chemist and the superintendent exclusively, and provides a medium for the free and frank discussion of manufacturing policies and problems, methods and materials.

The same corresponding policy applies to the advertising pages which are available only for a message directed to manufacturing confectioners and relative to a reputable product or service applicable to a candy factory.

The Candy Manufacturer believes in

1. A Candy School.
2. A Uniform Method of Standardized Cost.
3. Maximum Labor and Machine Efficiency for an Equitable Wage.
4. The endorsement and adoption of The National Standard Catalogue Size, Invoice Form and Coal Contract.
5. A National Council of Confectionery Superintendents representing local and territorial organizations.

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DO NOT CONFUSE *The Candy Manufacturer with other publications with similar names published in Chicago. Be sure of our street address, please: 30 North La Salle Street, Stock Exchange Bldg.*

3% Excise Tax Approved by Senate



by Walter C. Hughes, Secretary N. C. A.

I have just returned from Washington and I am pleased to advise our members that the Senate on Tuesday approved the amendment introduced by Senator Frelinghuysen, which provided that the proposed Excise Tax of 10 per cent on candy selling over 40 cents per pound should be rejected and that there should be a Uniform Tax of 3 per cent on all kinds of candy regardless of price.

As the Bill now stands, both the Senate and the House have agreed to a Uniform 3 per cent Excise Tax on candy.

The Senate has been voting on the individual paragraphs of the various sections of the Bill. After they have all been voted on the Bill will be voted on as a whole and sent to a Conference Committee composed of the ranking members of the Senate Finance Committee and the House Ways and Means Committee.

It is extremely improbable that the Conference Committee will make any change in the Excise Tax on Candy, for the reason as stated above, that both the Senate and the House have voted in favor of a 3 per cent tax.

It is therefore reasonably certain that the 3 per cent tax will finally become a law. From present indications, I am of the opinion that the Bill will not become a law before the latter part of this month and that the 3 per cent Candy Excise Tax will become effective on January 1, 1922.

If you have been including the 5 per cent Excise Tax in your selling prices and intend to continue this method by including the 3 per cent tax in your selling prices, it will be necessary for you to notify your customers prior to January 1, 1922, when the 3 per cent Excise Tax becomes effective, that your prices on and after that date will include the 3 per cent Excise Tax.

Those of our members who have been deducting 1/21st from their sales before paying their Excise Tax in accordance with our instructions, and the Rulings issued by the Treasury Department, must change the wording of the notice which they have had printed or stamped on their invoices, quotations, price lists, and other documents pertaining to the sale of their goods.

After January 1st, the tax will be on a 3 per cent basis instead of a 5 per cent basis and therefore the deduction of 1/21st would not be correct.

We therefore recommend that the following notice should be printed or stamped on all of your invoices, quotations, price lists, or other documents pertaining to the sale:

"The Federal Revenue Act of 1921, imposes an Excise Tax on candy of three (3) per cent of the manufacturers selling price. The manufacturer must account for and pay this tax to the Government. For your convenience, we have figured and quoted the gross cost to you, including this tax. As to candy manufactured by us 3/103ds of all quotations and invoice charges made is the said tax and our selling price is 100/103ds."

An easy way to figure the amount that is to be deducted from the sales for any month would be to divide the total amount of the sales for such month by 103 and multiply by 3. For example, if your sales for January amounted to $20,600.00, you would divide this amount by 103, which would equal $200.00, multiplying this amount by 3 would make $600.00, the amount to be deducted from the total month's sales before paying the 3 per cent Excise Tax. The amount on which you would pay the 3 per cent would be $20,000.00

You, of course, will understand that you will have no right to make this deduction unless you have notified your customers prior to the sale of your goods that you are including the tax in the selling price as stated above.

Sincerely yours,

WALTER C. HUGHES,
Secretary.

(From N. C. A. Bulletin, November 1, 1921)

Functions of the Foreman and Forelady



by Clyde E. Murray
Vice-President, The Stevenson Corporation

"We train our Foremen—they do the rest"

In this month's article Mr. Murray stresses further the fact that the foremen and foreladies are the key members of the organization. They are the personal representatives of the management and their interpretation of the policies of the company is reflected in the employees.

COMING—Mr. Murray's next article in this series will appear in the January issue—"The Superintendent's Number"—on the subject of

"Manufacturing Control"

based on his extended experience in industrial efficiency work with many of the largest candy factories in this country. For the issues of February and March, 1922, Mr. Murray will discuss the subject of

"Treating Overhead Expense"

These articles are intensely practical and should be studied carefully and filed for future reference.—EDITOR.

IN last month's article, attention was called to the direct relationship between possible labor efficiency and the foreman or forelady. In the opinion of the writer, this point is of such importance as to warrant further stress and amplification.

Scientific management considers the foreman and forelady to be the key to the problem of employees. He or she is the representative of the company in the department and it is his or her mental attitude towards all matters pertaining to the operation of the business which is reflected by the employee.

The importance of the department overseer is, unfortunately, minimized in many factories. The overseer, and the overseer only, is in continuous personal touch with the employee. The policies of the management adopted by the men at the top of the organization may be broad and wise; the selection of the employee through the medium of a labor or employment bureau may be carried on with a high degree of skill, but unless the overseer is given training and regular co-operation in supervision, the firm's policies governing the managemnt of its employees may not be understood in principle, nor carried out by the overseer upon whom devolves the task of applying them daily.

A careful selection of employees will avail little in building up an efficient, stable labor force without the intelligent, sympathetic effort on the part of the foreman to develop in the employee a high degree of skill and to develop in his department a degree of team work and loyalty which is to a great extent dependent upon his own personality and effort.

Where there is an employment bureau (and most factories have such a department today) it is of less importance to take from the overseer the entire function of hiring than to share it with him or her on a logical basis which will—

(A) Make him or her responsible for the acceptance of the employee—at least at the end of a probation period of one week or one month.

(B) Make him or her responsible for the employee's progress.

(C) Make him or her largely responsible for the employee's continuity of service; and

(D) Assist, direct and instruct the overseer in those methods of management which will accomplish the results for which he or she is held responsible.

The overseer is, after all, primarily interested in the total and per capita production of his or her department and the necessity of obtaining this production at a given quality standard. Without proper training it is easily possible for the overseer to lose his or her perspective towards the problems of the department.

The degree of labor turnover in a department is almost entirely controllable by the overseer. Statistics compiled in many factories show that from sixty-five to seventy-five per cent of the employees who leave have been in the service less than three months.

The New Employee

Failure to start the new employee right and insufficient or indifferent instruction at the beginning are among the remediable factors leading to the early terminating of employment. First impressions count. The overseer interprets to the new employee the firm's attitude toward the employee. Frequently the employee is nervous and awkward in tackling a new job in new surroundings. It must be remembered that the new employee is expected to become a permanent member of your organization. Confidence in the employee must be felt and he or she should be aided in attaining increased production as rapidly as possible. This is particularly important where an equitable system of incentives is in operation.

The new employee is primarily interested in knowing how much money he or she can earn. Careful and persistent instruction and encouragement will enable a new employee to attain a speed, skill and interest in his or her work which will result in satisfactory earnings at an early date. Neglect at this point often results in discouragement. New employees are proverbially impatient and fail to realize the full possibilities for them in the new job. Foremen or forladies are likewise proverbially indifferent. Within a few days the new employee is gone and another must be obtained and broken in.

With the overseer functioning properly the employee would have received encouragement and help and would have given the new job a chance.

Generally speaking there are three attitudes of foremen or forladies towards their jobs, namely, "The Unthinking Attitude," the "Pass the Buck Attitude," and "The Responsible Attitude."

The Unthinking Attitude

First is the type of overseer who knows that there is a certain amount of work to be done but has not sensed the responsibility of producing this work at the lowest possible cost, nor analyzed the factors which enter into that cost. An illustration of this attiude: A short time ago in a candy factory the foreman pointed out to the writer one of a group of girls working on a wrapping operation. This particular girl was producing three pieces while the others produced two. "Some kid that girl is," he remarked, as he pointed out the way she handled her work with less lost motion than the other girls. "Some smart kid." "She uses her brains, that girl does." Unthinking foremanship. He had not sensed the fact that he was responsible for producing at the lowest possible cost. It never occurred to him to learn how the intelligent worker produced more than the others and to teach the girls that way or a better way.

Another illustration: Several days ago the writer passed through a fancy packing department. While watching a group of girls sealing packages, the forelady stepped up to one of the girls and asked her to go to the stockroom for some seals. The girl was gone five minutes, during which time she could have produced twenty to thirty packages. Unthinking foreladyship. The forelady should have sent a floor girl instead of a producing operator. The loss was small, perhaps, but the point is it was unthinking oversight.

Among the foremen or foreladies of the unthinking type are those who, while not sensing their responsibility to produce at the lowest possible cost, place undue emphasis upon the fact that they are clothed with a little authority and have an undue amount of pride in being set apart from the workers. There is a story told of a darky who took a contract for sawing several ricks of wood. He hired another darky to saw the wood while he stood by giving frequent and usually unnecessary directions. A white acquaintance passing by and noting the situation, engaged Sam in the following con-

(*Continued on page 49*)

Sugar—Its Physical Properties—IV



Mr. Murphy is one of the foremost Sugar Chemists in America. For fourteen years he was with the American Sugar Refining Company as Chief Chemist and assistant to the Chief Refiner in Boston.

Shall we reserve for you a bound volume of The Candy Manufacturer containing Mr. Murphy's complete serial? Price $5.00. It will also include of course all the other serials of technical articles on schedule, any one of which is worth the price of the volume.—EDITOR.

The fourth of a series of articles on "The Physical Properties of Sugar," and what can be done with them to obtain any desired result in confectionery.
Exclusively for The Candy Manufacturer

by Frederic W. Murphy

Consulting Chemist and Executive

IV—Testing the Sugar from the Strength Test

IT is only within a comparatively few years that the value of having a laboratory for the control of sugar manufacturing was appreciated. Years ago refinery operations were conducted on a "rule of thumb" basis. The sugar boiler was paid a salary of about fifteen thousand dollars a year, and today about two thousand dollars. He was an arbitrary individual, who plied his trade surrounded by mystery. He was the autocrat of the sugar house. He would look at a syrup, rub it between thumb and forefinger, and decide it tested so and so. If he made poor sugar it was not his fault. Some occult or mysterious factor over which he had no control was responsible.

It was a day of ignorance. These men were experts, it cannot be denied, but no manufacturing operation can be efficient that is controlled by guess work.

With the installation of laboratories in sugar houses and the use of the polariscope, the sugar liquors at all times could be tested and the percentage of sugar contained could be determined with exactness. It was no longer necessary to depend upon the guess of the sugar boiler, for the superintendent, knowing the strength of his sugar solution, could determine for the sugar boiler what liquors should be boiled. Today there is not a step in the process of refining that the superintendent does not know exactly the composition of the liquor he is using, cane sugar, invert sugar, ash and organic matter.

Candy factories are coming to realize also the value of having a laboratory and a competent chemist in charge. Some have installed more elaborate laboratories than others, but even the small confectioners are gradually getting apparatus to make small check tests.

If a plant can afford the investment, a few pieces of apparatus will be found very valuable. The apparatus to make the strength test will be of great value.

In my last article I stated it was not necessary to invest in a polariscope, yet if one intends making a careful check of his manufacturing operations, such as crystal syrup, etc., he will find a polariscope most valuable.

After making the strength test or candy test, the "barley candy" can be quickly tested with a polariscope. If the confectioner does not care to invest in a polariscope, he can determine the amount the sugar has inverted by the method known as the "volumetric method," of Munsen and Walker.

The equipment necessary to make this test costs a few dollars, but unlike the polariscope, which can only be used to test the sugar content, can be used for making other tests.

These articles are not designed to give instructions to men who have had chemical training, but for those who possess ordinary common sense, and are desirous of increasing their knowledge. I am trying to speak in a language that the layman will understand. At first, some instructions I may give may sound very complicated, but if the reader will study carefully and will read again and again and experiment, there is no reason why he should not become as



Steel Blade Spatula



Watch Glass



Volumetric Pipette



Balance

(Illustrations courtesy Central Scientific Co., Chicago)



Bunsen Burners



Chemical Funnel



Meas. Flask



Wash Bottle

expert in making any specific test as any chemist.

Method of Measuring the Inversion of Sugar After the Strength Test Apparatus

One 50 cc. Pipette.
Two 25 cc. Pipette.
Six 400 cc. Pyrex beakers.
One-half pound asbestos amphibole variety.
Two Ehrlenmeyer filtering flasks with side necks, 500 cc. capacity.
Two Walters gooch crucible holders to fit filtering flasks.
One 8-inch Richards filter pump.
Two small watch glasses for weighing, 2½ inch diameter.
Ten feet heavy wall rubber tubing ¼ inch inside diameter.
One tripod 6 inches.
One Bunsen burner.
One water drying oven, small.
One 700 cc. wash bottle.
Six glass funnels, 3 inch diameter.
An analytical balance sensitive to 1/10 of a milligram.
Six inch mortar and pestle.
One steep spatula, 3 inch blade.
Six rubber policemen, ¼ inch tubing.
One small dessicator.
Two 200 cc. volumetric flasks.
Three gooch crucibles, 25 cc. capacity.
A copy of "Official and Tentative Methods of Analysis of the Association of Official Agricultural Chemists," published by the Association of Official Agricultural Chemists at Washington, D. C.

These supplies can be purchased from any chemical supply house, who no doubt will be glad to quote you on application to them.

After you have made the strength test, and the barley candy has cooled, pulverize a small amount in the porcelain mortar.

Weigh as quickly as possible on the small watch glass exactly eight grams, using the spatula to transfer the pulverized candy to the watch glass. Place the three-inch glass funnel in the two hundred cc. volumetric flask and carefully wash the weighed candy into the flask, using the wash bottle. Thoroughly dissolve the candy in the water and then make up to the mark on the flask with distilled water at a temperature of about 60 degrees, and shake well, being careful not to lose a drop. Your candy is now in solution, ready to be tested.

Turn in your book of Official Methods of Analyses to page 77, number 19, and either make yourself or have a competent chemist make the copper sulphate solution and the alkaline tartrate solution.

Then turn to page 78 and prepare the asbestos as directed in number 24 and prepare your gooch crucible. Be sure and enter the weight in your book. You are now ready for your test.

Take your 25 cc. of copper solution and 25 cc. of the alkaline tartrate solution. With your 50 cc. pipette draw out exactly 50 cc. of your sugar solution, which was made up to 200 cc., and place this in your Fehling solution, and make the test as given in number 25, page 78.

Connect the Richard pump to your water faucet and connect the rubber tubing with your pump and the filter flask. Place the Walter gooch crucible holder in the filter flask and insert the dry weighed gooch crucible. Start the pump before you pour in your solution at all times. When your test is completed, as directed on page 78, wash the red oxide into the gooch crucible, while the suction is on, and with the rubber policeman scrub the sides of the beaker, and wash with your wash bottle every particle into the crucible. Be careful not to lose one drop. When all the red oxide is washed into the crucible, and the water has been drawn through, wash the crucible with about 5 cc. of alcohol and then 5 cc. of ether. Place in the water oven and dry for thirty minutes. Then transfer to the dessicater and allow to cool. Then weigh. The difference between the original weight of the crucible and the weight with the cuprous oxide is the cuprous oxide, and corresponds to a definite weight of invert sugar.

Now turn to page 321, and follow down the first column marked "Cuprous Oxide" until you find the number which is the same as your weight of Cuprous Oxide. Then follow across

Mr. Murphy's Schedule for 1922

January Issue:
INVERT SUGAR
Its Properties and Method of Making

February Issue:
CRYSTALLIZATION

March Issue:
FERMENTATION

April Issue:
INTELLIGENT MANIPULATION OF SUGAR

May Issue:
Action of Sugar With Other Materials Used In Candy Making

Mr. Murphy says: "These articles are not designed to give instructions to men who have had chemical training, but for those who possess ordinary common sense, and are desirous of increasing their knowledge.

"I am trying to speak in a language that the layman will understand. At first some instructions I may give may sound very complicated, but if the reader will study carefully and will read again and again and experiment, there is no reason why he should not become as expert in making any specific test as any chemist."

the page on the same line and under the column which reads "two grams total sugar," read the number which is the number of milligrams of invert sugar. As you took 50 cc. solution and you weighed 8 grams and diluted it to 200, you must divide by two, which will give you your percentage of invert sugar.

On an average you will find the amount of invert sugar to be about 5%. This percentage multiplied by .95 will turn this figure into the per cent of cane sugar inverted. You can safely assume that your sugar to start with was 99.7 and the amount of sugar inverted subtracted from 99.7 will give you the amount of cane sugar left after your candy test, or your strength figure.

After the reader has made a few tests he will find that the manipulations are very simple. He will later be able to test other products for invert sugar by regulating his weights of material so that 50 cc. of the combined Fehling solution will be ample to make this test.

The principle is this. There must always be enough copper solution for the invert sugar to reduce, yet no more than 50 cc. of the Fehling solution must be used. To always have these conditions, one must not have more invert sugar in the 50 cc. of sugar solution he used than the copper can take care of, therefore if your solution has a strong percentage of invert sugar you must make it up to a volume such that it has either .4 grams total sugar or 2 grams total sugar in the 50 cc.

When you filter your copper solution after boiling with your sugar solution, it should be slightly blue, otherwise you have made your sugar solution too strong, and you have used all your copper up, and there is still invert sugar which has not been satisfied by the copper solution.

Invert sugar plays such an important part in all confections that it is most important that the manufacturer should know all its actions. He should become thoroughly acquainted with this sugar, and make it a servant to him.

Next Month: Invert Sugar

I realize that many confectioners do not use corn syrup in their products. In my next article I shall write of the properties of invert sugar and give the method of making pure invert sugar in the candy factory.



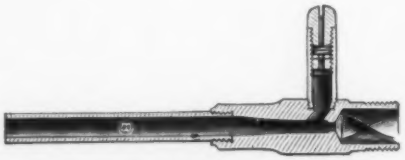
6 inch Iron Tripod



Desiccator



Goochs' Crucible



Filter Pump



Filtering Flask

The Coconut Industry–II



The first article in this series: "Production" appeared in September.

The concluding article on "Consumption" will appear in the issue of January 1922

by Franklin Baker, Jr.

Manufacture

THERE are two distinct branches of the coconut industry, quite independent of each other, and generally known as the *Prepared Coconut Group* and *Coconut Oil Group;* that is to say, each branch is sufficient in itself, for economy and practice, to exist as a separate industry.

History of the Industry

While *prepared coconut* is the less important, from the standpoint of volume and value of production, nevertheless it is an industry that has received its development in the United States, whereas the manufacture of coconut oil has been carried on for many years by the English, French, Dutch and Germans, and the chief development has come from abroad.

The drying or desiccating and the shredding of coconut for the confectionery, bakery and domestic trade was started here over fifty years ago. Since then there has been a considerable amount of mechanical improvements made on operations that has brought the business to a state of efficiency.

From America the industry was carried to Ceylon, India; but from an actual eye-witness of the factories in Ceylon, they are lacking in nearly every mechanically efficient machine here in use, and have little or no knowledge of the necessary sanitary and bacteriological precautions that the American manufacturer considers of prime importance.

Manufacturing Processes

But even with all our improvements in shredding and drying machinery, we still have unsolved the big problem of inventing a machine or method for removing the "Endocarp" or hard shell.

The present method of steaming, hand shucking and hand paring of the nuts is remarkably efficient when done by skilled labor. A good workman can remove the shells of over 3,000 coconuts per day, and a good woman can pare that many. But woe to the untrained hand who starts to learn the trade, and to the business who stands the cost of their training. But notwithstanding this, no machine has ever proved sufficiently economical to substitute the hand work.

The "spermoderm," or brown skin, contains some oil, and is dried and pressed for the oil contents. This, however, is the only part of the nut that is pressed for oil in the manufacture of desiccated coconut. Because of the extreme dryness and texture of the Ceylon goods, it is generally supposed that some of the oil is removed, but an analysis shows that this is not the case.

After the nuts are thoroughly washed and inspected, they are carried by belts to the shredders, then to revolving kettles for mixture with sugar and sometimes with glycerine and salt, in accordance with the idea of the domestic manufacturer. Finally they are sent to the large travelling wire belt conveyor dryers, where the shredded meat is desiccated by hot air.

The goods are then graded by a sieving process into the long cut, commonly known as thread; medium cut, known as shred; and fine, known as macaroon. Or the shredding process may be modified by using various machines for making of slice, strip or coarse cut.

These goods are put up in barrels, boxes, wooden or tin pails, and paper cartons.

Packing and Storing

The newest development is to pack the grated coconut in cans, with the coconut milk. Coconut put up this way contains no preservative and no sugar. It is nothing more than fresh grated coconut and coconut milk, put up especially for housewives who are not satisfied with the dried prepared coconut, and who would not be bothered with the knuckle-skinning job of cracking a fresh coconut.

But, quite the latest of all improvements in this line is the putting up of partially dried or moist coconut in cans without the milk, but with some sugar, partly for the purpose of preserving the coconut and to satisfy the public's sweet taste.

Canned Coconut, because it has been sterilized, will keep indefinitely. Desiccated coconut, when exposed to heat or moisture will

(Continued on page 33)



Examination of Chocolate Liquors

by Dr. A. P. Bryant

Directing Chemist, Clinton Corn Syrup Refining Company
Consulting Chemist, National Confectioners' Association

THERE are some materials used by the confectioner that can be tested with comparative ease without extensive laboratory equipment. Chocolate liquors, sweetened chocolate and the like do not fall into this class. One of the most important methods of determining adulteration of chocolate liquor and at the same time the quickest, is by microscopical examination. Chemical examination, however, is desirable if not necessary in order to definitely prove adulteration.

The chief materials which are used to mix chocolate liquor to cheapen or to adulterate it are:

1. Foreign fat.
2. Foreign starch.
3. Cocoa shells.

In addition, added mineral matter may sometimes be present, but this has been found by the writer to be of rather infrequent occurence.

The large majority of the samples which have come under our personal examination in the past few years have been pure, and where foreign matter has been found it has been in relatively small quantity.

The most common adulterant of chocolate liquor is cocoa shells, and in such cases it would appear that they were present through intentional or unintentional carelessness in removing all traces of hulls from the cocoa bean, rather than by gross mixture of ground shells.

The foreign material of next importance is starch, usually corn starch and sometimes cassava starch. The addition of foreign fats is not at all uncommon and it is sometimes done very skillfully, so that it is difficult to discover this form of adulteration except by a considerable variety of tests.

In any examination of chocolate liquors the first thing to be done is to remove the fat by some solvent and to examine the separated fat on one hand and the fat free residue on the other.

Fat

The simplest way to remove the fat is to take about one ounce of chocolate in small pieces and mix with three or four ounces of petroleum ether, stir thoroughly, and pour through a filter paper. Wash the residue on the paper with more petroleum ether. The clear filtrate is allowed to evaporate at room temperature and is finally heated in a steam oven until no odor of the solvent can be detected. The specific gravity of the fat is determined with a 10 cc. picnometer at the temperature of boiling water. This gravity should not vary more than one-thousandth of a degree from .858 referred to water at 20° centigrade. In other words, the specific gravity is .858 99/20. The iodine number of the fat is determined preferably by Wjis' solution and should not run under 32 nor over 40. The determination of the refractive index is almost necessary for the proper testing of the fat; this should run between 1.4565 and 1.4575. The melting point should run around 85 or 90° F. The manipulation in connection with the above tests cannot be detailed here, and in fact it would be unnecessary to do so.

The determination of actual percentage of fat is made by extracting the fat from about 1 gram of material in the usual fat extracting apparatus. The percentage should not run over 45 and will generally run around 50.

The Fat-Free Residue

The residue remaining on the filter paper is freed from all solvent by gentle heat and is used for the microscopic and chemical examination for starch and fiber, and for sugar in the case of sweetened coatings. If exact analyses are to be made then any trace of fat remaining in the so-called fat-free residue must be determined in order to get the percentage of starch and fiber (and sugar) on the strictly fat-free basis.

Starch

The microscope will usually reveal any marked addition of starch not only by the large amount of starch present, but by the difference in the shape of the starch grains as compared with those in chocolate of known purity. The pentangular corn starch grains and

the kettle-drum cassava starch grains are very easily detected when present. If the microscope indicates the presence of foreign starch, the actual determination by official methods is desirable. The maximum value for starch which may be considered for unadulterated, fat-free chocolate liquor varies according to the method of determination. Where the diastace method is used, it should not run over 18 or 20 per cent, but as high as 23 per cent has been found in chocolate liquor from pure cocoa nibs, where the acid method is employed.

Cocoa Shells

At the same time that the fat-free residue is being examined under the microscope for starch, watch may be kept for particles of shell. These latter can usually be determined readily by their size and more particularly by their appearance. Familiarity with this appearance can best be obtained by examining a sample of very finely pulverized shells.

If the microscope does not show indication of cocoa shells the sample is probably free from these. If suspicion is aroused, recourse must be had to chemical examination and crude fiber determined by official methods.

The maximum amount of crude fiber permissible in the fat-free residue is 8 per cent.

Chocolate liquor in itself does not contain more than a trace of sugar. If sweetened coating is examined it will be necessary to determine the percentage of sugar in the fat-free residue by extracting a weighed amount with hot water and determining the sucrose in this aqueous extract by polarization or by the reducing value after inversion. If starch or fiber are determined in sweetened coating the results must be computed to fat, sugar-free material.

For detailed methods of examination and results of analyses of cocoa nibs from different sources, and description of microscopical appearance of shells, reference may be had to the fourth edition of "Food Inspection and Analyses," Leach, pages 406-421.

The following table gives results of analyses of chocolate liquor and chocolate coating illustrating the occurrence of different adulterants. Sample marked A is liquor which would be passed as O. K.; sample marked B shows addition of cocoa shells; sample marked C represents a sweetened coating made from pure chocolate liquor; sample D contains foreign starch; sample E both added starch and added cocoa shells; while sample F shows adulteration by some foreign fat.

Analyses Chocolate Liquors and Coatings

	A	B	C	D	E	F
Moisture	1.6	1.4	1.5	1.2	1.3	4.0
Fiber—						
Original material	2.8	5.5	.9	1.1	1.2	.4
Water, fat and sugar free	6.5	10.4	6.0	6.9	10.7	2.5
Starch—						
Original material	9.0	6.9	2.3	5.0	3.3	.....
Water, fat and sugar free	20.7	13.0	15.5	31.3	29.4	.....
Sugar	.....	.....	51.9	49.1	55.2	49.2
Fat	54.9	45.6	31.8	33.7	32.3	30.6
Refractive index	1.4570	1.4565	1.4565	1.4565	1.4573	1.4545
Specific gravity, 99/20	.8591	.8572	.8575	.8588	.8589	.8610
Iodine No.	36	38	39	35	37	28
Melting point, F	88° F	.....	88° F	.....	.....	90° F
Under Microscope	O. K.	Cocoa Shells	O. K.	Foreign Starch	Foreign Starch, Cocoa Shells	

DR. BRYANT'S SCHEDULE FOR 1922

January Issue: CORN SYRUP—I. **February Issue: CORN SYRUP—II.**

March Issue:

INVERSION OF SUGAR IN CANDY MAKING

Subjects for subsequent issues will be announced in an early issue.

Bound volumes (12 issues) of THE CANDY MANUFACTURER containing the complete serials of the technical articles now appearing, can be had only by making reservation in advance. Price $5.00 bound in cloth.

WITH THE SUPERINTENDENTS

The Superintendent's Job—What Is It?

By One of the Craft

The superintendent's job: That is something that used to puzzle me a long time ago and still does to some extent.

Being what may be termed one of the new generation, my days as a buck are not so far behind but that I remember my superintendents, their varied methods and personalities.

For a long time couldn't figure out just how some of them "got by"; some have long since been dropped from the ranks, while others have gone on to set a mark in the candy world that makes one who has known them feel proud to have served under their leadership.

As one travels the long hard road, from job to job and from job to position, step by step, a real battle generally, one comes to the conclusion that the superintendent's job is sometimes pretty hard to define.

His duties are more than a few and his troubles many. In most industries the man in the position of superintendent has his duties pretty well defined and in leaving one place for another has no serious trouble to carry on, as his work is definite and known, and more or less standardized.



But in our industry a man may as well expect a few months real trouble. There is almost always a new set of conditions to face, some precedents to overcome, and too frequently a lack of co-operation to contend with.

Recently I have had occasion to observe two extremes. There were two want ads appearing in one of our trade papers, both reading about the same way; both requested the services of a candy superintendent.

Upon being answered, it developed that Mr. A. desired a candy maker who was able to supervise the manufacture, sales and also the purchasing department of a plant as well as to do the employing, and quite a few other duties that would occasion more dictation to a stenographer than to any candy help. I might add that Mr. A. was quite willing to reimburse accordingly.

Now it was found that Mr. B. would also like to have a first class man to take charge and who could personally turn out quantities of merchandise. Mr. B. has had some pretty good men, so he said, and still has some, but what he wanted was an exceptional man. Oh, no! no! he attends to all the business details personally. Yes, he wants to do his own hiring.

Now about the salary, Mr. B. says, "Why George has been with us a long time now and we pay him pretty good. Of course, he don't know much about hard goods or cream work, but George has been with us four years now and we would be willing to pay a real good man . . . (about what a good helper receives) . . . to start, but we should expect him to show production."

Investigation shows that we may find superintendents in some plants who never did and never will make a batch of candy; in others we find that a thorough knowledge of candy and candy making is absolutely essential.

And so it varies between the extremes to the extent that one may ask just what are the duties of a superintendent. Will they ever be standardized and will a superintendent ever be measured by certain standards of proficiency? What can be done to make better superintendents and more of them? Let's hear from others of the craft.

N. B.

Foreman: "Did you doctor that batch?"

Helper: "What's the matter with it? I didn't know it was sick."

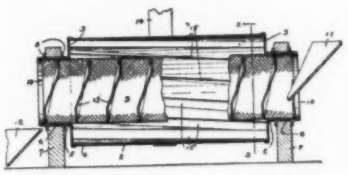
The Boss: "Listen, Gross, have a new man coming in today, one of my wife's relatives. Can you find something hard for him?"

Superintendent: "Suppose we let him trail me for a few hours."

New Patents

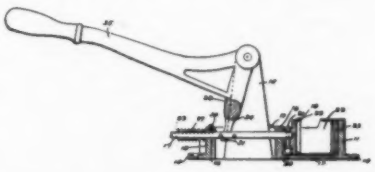
Courtesy, Mason, Fenwick and Lawrence

1,391,604. CANDY-SUGARING MACHINE. *Frank H. Baumgard,* Columbus, Ohio. Filed Sept. 14, 1920. Serial No. 410,128. 3 Claims. (Cl. 91—7.)



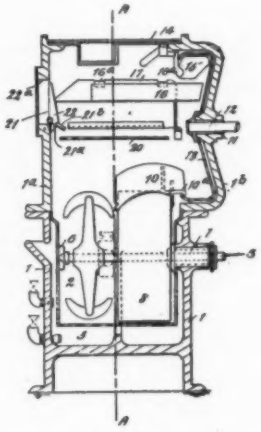
1. In a sugaring apparatus of the class described, an outer cylindrical casing, end walls connected with said casing and having reduced longitudinally extending journaling extremities, an open ended inner shell of foraminated material arranged to pass axially through said casing and to be connected with the journaling extremities thereof, a conveyor structure situated within said shell for causing materials positioned therein to be advanced longitudinally through the machine and discharged from the opposite end of the shell, said shell and casing being substantially spaced to provide a sugar receiving chamber therebetween, whereby upon the rotation of said casing sugar will be sifted through said shell into engagement with the materials contained in the latter, and means for effecting the rotation of said casing.

1,392,863. CANDY-PRESSING MACHINE. *Charles Webke,* New York, N. Y. Filed Oct. 12, 1920. Serial No. 416,352. 6 Claims. (Cl. 107—15.)



6. A candy-pressing machine comprising a frame, said frame including opposed side walls, a bottom, and end walls, a female member arranged upon the bottom and including a substantially cylindrical portion and a substantially semi-cylindrical portion, the latter terminating to provide flanges reposing upon the side walls, a male member arranged to reciprocate within the female member, spaced standards rising from the side walls of the frame, a bell crank lever pivoted between said standards, an operating rod projecting from the male member and associated with one branch of the bell crank lever, whereby said male member is reciprocated, yieldable means for normally holding the male member in a retracted position, the latter mentioned member having a notch and the cylindrical portion of said female member having a slot disposed in a line with said notch for the purpose specified.

1,391,914. CHOCOLATE AND LIKE COATING MACHINE. *Asbjorn Sonsthagen,* Essex, England. Filed Nov. 4, 1920. Serial No. 421,805. 9 Claims. (Cl. 91—3.)



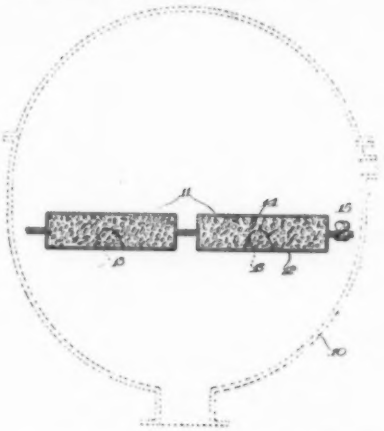
1. In combination, a rotatable member comprising an annular part having an inner face; adapted to receive material thereon; a horizontal conveyer disposed away from over said face; and means whereby said conveyer is adapted for receiving material from said face.

Send In Your Inspiration

A bit of comedy, a shop motto, a cartoon in the rough, an idea, etc. etc.



1,391,918. CANDY AND METHOD OF PRODUCING. *Livingston A. Thompson,* Waukesha, Wis. Filed Apr. 7, 1919. Serial No. 288,164. 3 Claims. (Cl. 99—11.)



3. The method of producing molded sponge candy which consists in placing in a mold a quantity of hot boiled candy, less than enough to fill the mold, and expanding the steam bubbles within the candy and thereby expanding the candy to fill the mold by extracting the air from the mold and allowing the candy to cool in such condition.

Supt.: "Can you make stick candy?"

Applicant: "Yes, but I can't stripe very well—I quit chewing."

The January Issue, 1922

will be

SUPERINTENDENT'S NUMBER

The Editor will be very glad to receive articles and comments from Confectionery Superintendents on any phase of factory management.

The Sugar Situation



by Dwight O. Palmer

Price Control

IT is a known fact that cane sugar sales establish market values for the United States, being based on world conditions of supply and demand. Mankind under stress of emergency sometimes endeavors to control the natural law of supply and demand. Experience has demonstrated that such control is only partial and temporary in its successful operation unless the entire sugar producing and consuming populations of the world are brought under control, as was more nearly the case during the recent war.

One country controlling its own production cannot dictate a price above that of other producing countries and maintain that this price shall be paid by the rest of the world for this one country's production. Neither is it possible for a country controlling its own consumption to dictate a price lower than other countries are paying and say that producing countries shall accept this price for their product. Owing to sugar production and consumption being world wide and governing conditions being closely interwoven and international in their operation, values are firmly established according to natural laws.

Most of the time there is no division of these natural laws between Eastern and Western Hemispheres, conditions in one having a far-reaching influence on conditions in the other. This condition has come more into recognition during and following the Great War; so much so that Western Hemisphere sugar conditions have established a majority influence on sugar values that can only be diminished by increasing recovery of the sugar production of the Eastern half of the world.

"The Sugar Market of the World"

In the rapidly changing aspects of the sugar drama of the world, the New York sugar market a few years ago established its world-wide influence in attracting the world's attention to its ability to establish values through natural sources of trade and finance, and has since maintained its position, we might say, as "The Sugar Market of the World," thus perhaps occupying an eminent position formerly held by London.

The sugar interests centering in New York are so diversified that sugar conditions in general are reflected in this market, it being always mindful and taking cognizance of world-wide conditions and showing special favors to no one particular country unless natural conditions warrant.

We call attention to these facts in order to demonstrate the right of cane sugar sales in New York to cane refiners, to establish values for the entire United States and Canada. United States cane refiners supply 75 per cent of our country's consumption and values established by their purchases of cane sugars reflect world conditions which the country cannot ignore and must necessarily follow.

It is for the foregoing reasons that New York market conditions must be given serious consideration and cannot be ignored in any summary of the sugar situation.

Our last review of September 2nd records irregular raw sugar quotations, reflecting resultant conditions of partial control of supply. Cuba by reason of its pre-eminence in production of raw sugar on the Western Hemisphere, under normal conditions of supply and demand, establishes values which other smaller producing countries are bound to follow; but under conditions of control of the Cuba crop at the source and the maintenance of asking prices higher than conditions warrant, other raw sugars have displaced the Cuban sugar, temporarily at least, in establishing natural values. Thus, we had on September 2nd full duty sugars, that is, foreign sugars not enjoying a tariff preference, selling at 2.80c C. I. F. New York or the equivalent of 4.80c duty paid. Duty free sugars from United States possessions selling at 4.61c C. I. F. New York, a difference of 19 points in value, which was sufficient to make full duty sugars undesirable for domestic business. Cuban sugar quotations, as maintained by their selling agency, were 3¼c C. & F. New York or 4.86c duty paid, though they had not sold any sugar since August 10th and did not sell until they lowered their quotation on September 27th to 2⅝c C. & F. New York

or 4.235c duty paid. Thus, we found sugars other than Cubas seeking a market and finding it, under the protection of the maintained Cuban quotation, and establishing lower values according to natural conditions.

Tariff Influence

The tariff, however, is partly responsible for this condition. We find 2c per pound duty levied on foreign sugars other than Cubas, thus reducing their market value for domestic use to such an extent that they have not come into demand at all except for export in the form of refined sugar in small quantities and "in bond" market values will not always permit this. We find additional tariff protection afforded sugars from our island possessions which increases their profit almost abnormally compared with sugars from Cuba, our main source of supply, and permits these protected sugars to enjoy a price which can be made elastic as conditions warrant in order to sell.

It is reasonable to expect that they should sell at a discount under other sugars which pay a duty. We find 1.60c per pound duty levied on Cuban sugars, our main source of supply. While this is a preferential tariff, it does not seem to be in keeping with the spirit of reciprocity, in view of the volume of Cuban sugar the United States consumes and the volume of preferential trade the United States enjoys with Cuba. It places additional difficulty in the way of Cuba producing and marketing the product upon which Cuba is mainly dependent for support. It would seem that a return to 1c per pound duty on Cuban sugar would materially assist in improving already demoralized trade conditions between Cuba and the United States and enable Cuba to obtain a better relative price for its sugar and increase its power to absorb imports from the United States.

A consumption tax on sugar in the United States is worthy of serious consideration by the Government if revenue is its sole aim in sugar tariff revisions. It would thereby avoid the danger spots which at times conflict with our main source of sugar supply. More could be said upon this subject if space permitted.

Cuban Position

This is no defense, however, of the Cuban efforts through control to maintain prices above the natural level. We have seen Cuba continue to make no sales of sugar, from August 10th to September 27th, finally yielding to natural force of supply and demand and reducing its price to a level of 2⅝c C. & F. New York, which permitted of some considerable sales to the United States, estimated at about 90,000 tons, after having, to many minds, overstayed the market once again, in defiance of the natural trend of conditions.

We again find the Cuban sellers forced to follow these natural conditions by again reducing their price on October 14th to 2½c C. & F. U. S. Atlantic ports, or 4.11c duty paid, at which level there have been moderate sales to U. S. refiners, this price being maintained by sellers at present writing, October 22nd. This reduction followed sales of duty free sugars at the reduced market price of 4c C. I. F.

It is generally believed that values have not as yet reached a sufficiently low level that will permit of Cuba disposing of its surplus stocks within the natural time alloted for this purpose. Outside sugars have been pretty well absorbed, the sale of the Porto Rico and San Domingo crops being practically completed. Cubas should come into demand in larger volume than they have and the fact that they have not is sufficient reason to believe that world buyers consider lower values inevitable. The Louisiana and domestic beet crops are coming in now in the United States. European beet crops are coming in, and with the large stock in Cuba and the only possible buyers at a proper level being the United States and England, Cuba must readjust its price from time to time to avoid a maximum carryover into next crop that will almost certainly be disastrous in its far-reaching effects. France is the only other possible buyer of Cuban sugar, but the quantity will be very small and have practically no influence on the situation. It may also surprise us how little Cuban sugar England will be compelled to buy prior to 1922 crops. The Peru and Brazil crops will be on the market shortly, but the United States tariff and prevailing low values are bound to favor and influence the sale of the sugars elsewhere. This is not a factor for higher prices, however, as we have but about 2 months to the end of the year and other available supply is more than sufficient for this natural dull period.

Present Conditions

The odd lots of duty free sugars available today are offered at 4c C. I. F., elevent points under the equivalent price at which Cubas are available, and sale is difficult. The expected renewed demand for refined sugar has not materialized and the country seems to be expecting lower prices.

There is a level at which considerable sugar can be sold beyond immediate requirements, but we have not reached that level as yet, although trade is stimulated to a certain extent at each successive decline.

Beet and Louisiana prices will follow the course of the New York market, as it has been demonstrated during the past month that values cannot be maintained above their natural level with influences as great as appear constantly in the sugar situation. In bearing this out, Eastern refiners were prepared to close and did partially close down to await raw sugar prices that would permit of selling re-

(Continued on page 48)

Three Big Conventions

Now that the jobbers have decided to come too, the entire confectionery trade will be united in one grand gathering. These three:

National Confectioners' Association
National Jobbing Confectioners' Association
Associated Retail Confectioners of the United States

will hold their conventions during the week of the

National Confectionery and As

COLISEUM, CHICAGO

Of course every Manufacturer and Importer of Confectioners' Machinery, Factory Equipment, Raw Materials and Supplies will want space to exhibit their full line and to meet face to face the executives, purchasing agents and superintendents from the wholesale candy factories and manufacturing retailers of the country.

But you may not get the loc

The following firms have al

ALUMINUM CO. OF AMERICA
AMERICAN OVEN & MACHINE CO.
THE ARIDOR CO.
JOSEPH BAKER SONS & PERKINS CO.
BENDIX PAPER CO.
BLANKE-BAER EXTRACT & PRESERVING CO.
E. J. BRACH MACHINERY CO.
BUCYRUS COPPER KETTLE WKS. CO.
CANDY CRAFT SHOPS, INC.
THE CANDY MANUFACTURER PUB. CO.
CANDY JOBBER
CANDY & ICE CREAM
A. M. COLLINS
CONLEY FOIL CO.
CONFECTIONERS' JOURNAL
CONFECTIONERS' MERCANTILE AGENCY
CORDLEY & HAYES
DOWNEY TURNQUIST CO.
ESSEX GELATINE CO.
GALLANIS BROTHERS
IDEAL COCOA & CHOCOLATE CO.
IMPROVED APPLIANCE CO.
INTERNATIONAL CONFECTIONER
KAY-WHITE PRODUCTS CO.
KEARNS-GORSUCH BOTTLE CO.
H. KOHNSTAMM & CO.

To get just the exhibit space

EXPOSITIONS COM

1362 Congress Hotel TELE

Better be Safe than Sorry

It is logical to expect that the visiting attendance at next spring's show will break all records. Everybody directly or indirectly interested in the confectionery and associated industries will be there. Some manufacturers were sorry they did not get into the Confectioners' Show at Atlantic City last spring.

Some may be sorry they did not get just the location they wanted because they put off securing space for the

Associated Industries Exposition

AGO, MAY 22-27, 1922

Every candy manufacturer will want exhibit space and take full advantage of the opportunity to meet the jobbers and dealers. This Exposition will attract the attendance of the most desirable wholesale and retail accounts of the country—a merchandising opportunity to be reckoned with in planning a successful sales campaign for 1922.

he location you want if you wait

have already contracted for space:

AGENCY

O.

R

LEHMAIER, SCHWARTZ & CO.
LISTERATED GUM CORP.
MILWAUKEE PAPER BOX CO.
NATIONAL ANILINE & CHEMICAL CO.
NATIONAL LICORICE CO.
NATIONAL SEAL CO.
NORTHWESTERN CONFECTIONER
HENRY H. OTTENS MFG. CO.
PANAY HORIZONTAL SHOW JAR CO.
PARAMOUNT MACHINERY CO.
RUNKEL BROTHERS, INC.
F. J. SCHLEICHER PAPER BOX CO.
H. SCHULTZ & CO.
SETHNESS COMPANY
HAROLD A. SINCLAIR
THE SODA FOUNTAIN
STADLER PHOTOGRAPHING CO.
TIN DECORATING CO. OF BALTIMORE
UNITED CHEMICAL & ORGANIC PRODUCTS CO.
VOORHEES RUBBER MFG. CO.
L. WEISCOPF
WHITE-STOKES CO.
WILLIAMSON CANDY CO.
H. O. WILBUR & SONS

bit space you want, write or wire to

MPANY OF AMERICA

TELEPHONE HARRISON 205 CHICAGO

CACAO BEANS—IV

A series of articles on Cacao Beans—their history and qualities

by Emil Pick

African Cocoas

AFRICAN cocoas are divided into five grades: *Fine St. Thome, Kameroon, Congo, Accra Fermented* and *Accra Ordinary.*

Fine St. Thome is the most popular of the African grades, and is a good cocoa to buy to arrive from reliable importers. In appearance it is somewhat similar to Superior Bahia. This cocoa is very rich in butter and should have a dark brown break. The flavor is somewhat stronger to Bahia and under normal conditions about ¼c under Superior Bahia in price, although receipts and crop conditions can reverse this.

Usually, Superior Bahia and Fine St. Thome African are about the same price. When buying, insist on the contract reading *Fine African,* or to that effect, as there is also a "seconds," which is all that the name implies. Fine African ought to have no defect.

Kameroon is also a very rich African cocoa, somewhat stronger than St. Thome, and has a very dark brown break. It should be free of defect, and cost a little less than St. Thome. This is safe to buy on a type sample.

Congo is an African cocoa rich in butter with a dark break, but has very often a rank flavor. To be a purchase this should cost somewhat less than St. Thome, and is not safe to buy for shipment except on a guaranteed type sample.

Accras are divided into two classes, Fermented and Ordinary. The "Fermented" has improved in quality lately and is becoming more popular all the time. The outside appearance is not so attractive as the St. Thome, but it has, or ought to have, a good brown break, mild flavor, and rather rich in butter. It is only safe to buy this cocoa to arrive when a type sample is tendered, or under a guarantee, as this grade is subject to a certain amount of defect.

"Ordinary" is a lower grade of Accra, not at all wise to buy to arrive except on actual sample or guarantee, as it is liable to have considerable defect, and also contains dead and musty beans. In flavor it should be mild, and the price about the same as Sanchez.

Fine St. Thome, or *Fine African,* as termed here, was freely used in our market up to 1914, but at the end of this year, due to the fact that Europe at the time of the war could get cocoa within three days, *St. Thome* started to fall off in receipts.

Kameroon and *Congo* were never a factor in our market, as, in comparison with other grades, these cocoas would come in here in small quantities.

Accra was the substitute for the above three grades, and the consumption of this cocoa for the year 1919 to 1920 was practically fifty per cent of the consumption of cocoa in the United States. *Accra* is quite a factor in our market today—its virtues are a fine brown break and plenty of cocoa butter. This, of course, refers to the fine quality *Accra.*

The *F. A. Q. Accra,* or *Ordinary* grade as known, contains from twelve to twenty-five per cent of musty beans. It runs through the machines very thick and heavy, and unless it is known how to use, this is an expensive cocoa to buy.

The three grades of *Kameroon, Congo* and *St. Thome* African cocoas contain more butter than any bean grown.

It generally takes the various grades of cocoa bean tree from four to seven years to grow, it all depends upon climatic conditions.

(This series continued in next issue)

Send In Your Slogan

Because of the fact that slogans independent of a trade-mark design are not subject to registration, they do not appear in the trade-mark files. The Candy Manufacturer has started a file of slogans in use for the benefit of our readers. The complete list will appear in the "Blue Book" Buyer's Directory to be issued next year.

"The Candy with T*HE*
ELL
ALE
ASTE."

DeKlyn Candy Company, 1874 E. 59th St., Cleveland, Ohio.

"Something Chewy, Something Sweet, Something good for folks to eat."
Chas. N. Miller Company, 16 Bedford St., Boston, Mass.

"The Taste You Like."
Purity Candy Company, Battle Creek, Mich.

"Boston's Best."
Miller Candy Company, Health Square, Boston, Mass.

"Candy—The Joy Food—Eat It."
The Lincoln Candy & Mfg. Co., Atchison, Kans.

"Gorham Chocolate—For Your Approval."
Gorham Chocolate Co., 470 Flushing Ave., Brooklyn, N. Y.

"Hall's Chocolates Tease the Taste."
Walter T. Hall & Co., Ottumwa, Iowa.

"Providence Made—Fresh Daily."
—J. Fred Gibson Company, 220 W. Exchange St., Providence, R. I.

"Sweet Greetings."
The Wiegel Candy Co., Tacoma, Wash.

The Coconut Industry—II

(*Continued from page 23*)

spoil. Hence, the reason for the manufacturer's warning to "Keep Dry and Cool," and to use the goods up within a reasonable time. The lead foil used by the Ceylon manufacturers is for the purpose of keeping out the moisture.

Cold storage has never been advocated by any of the manufacturers for the reason that when taken out the heavy moisture on the wood or paper carton is likely to cause mould or rancidity. Furthermore, the expense of cold storage is usually greater than the small losses resulting from spoilage.

Desiccated Coconut

The last few years factories have specialized in the toasting of shredded coconut. Only recently one factory has been making a new toasted nugget, which is used in confections in much the same way as peanuts or almonds are used.

The total imports of whole coconuts in the year 1920 were 91,164,605, of which about three-quarters were used for desiccated cocoanut. There were also imported from Ceylon 32,920,-614 pounds of desiccated coconut.

Coconut Oil

Quite the largest branch of the industry is coconut oil, which is pressed from copra, the dried meat of the coconut, the latter being prepared at the point of shipment.

The largest use of coconut oil is in the making of soap, and especially for the cold process soap. It possesses excellent lathering qualities and therefore is generally used in the making of shampoo and shaving soaps. Furthermore, it has the rare quality of lathering in hard and salt waters, and hence is used for the manufacture of marine soaps.

During the heavy war demand for glycerine, coconut oil was used extensively by the soap manufacturers, because of its high glycerine content—the commercial extraction averaging about 12 per cent.

The growth of the coconut oil industry the last few years has been rather phenomenal, as the following figures show:

Coconut Oil,	1912 Lbs.	1917 Lbs.	1920 Lbs.
Imported..	46,720,000	163,091,000	208,031,867
Coconut Oil, M'n'f'red .	31,729,000	188,488,000	130,913,060
	78,449,000	351,579,000	338,945,927

Until recently the mills in Marseilles and Hamburg have been the largest in the world, but within the last few years, the oil industry has developed in Java, Philippine Islands and the United States. The industry in America centers around San Francisco, Seattle, Philadelphia and New York, the copra being received in sailing vessels or by steamers.

In the Philippines the coconut, from being merely a source of food for the natives, is fast developing into the largest industry in the islands, and thousands of tons of dried copra and millions of gallons of coconut oil are exported to all parts of the world.

Copra

For the preparation of copra, the coconuts are collected in piles near the drying or smoking sheds and the outer shell or fiber is torn away from the hard shell of the nut by means of a tool similar to the plowshare. The nut is then split open with a large knife or bolo, and the halves, with the meat exposed, are placed over fires on racks constructed of wood, and are allowed to remain there until the meat drops from the shell; hence the smoky smell. Where sun-drying is practiced, the halved nuts are allowed to remain subjected to the sun's rays for a period of about six days, or until the meat loosens from the shell.

The modern method is that of oven or hot-air drying. The copra, cut into pieces, is dried at 130 to 140 degrees Fahrenheit for five or six hours, or until the water content has been reduced to the required 5 per cent, and the white, clean copra is ready for shipment to the mills. The modern mills have installed hydraulic presses and expellers, by means of which the 60 per cent of oil is extracted.

When the oil is extracted in the Orient it is shipped to this country in steel containers or barrels, or in bulk in tank steamers.

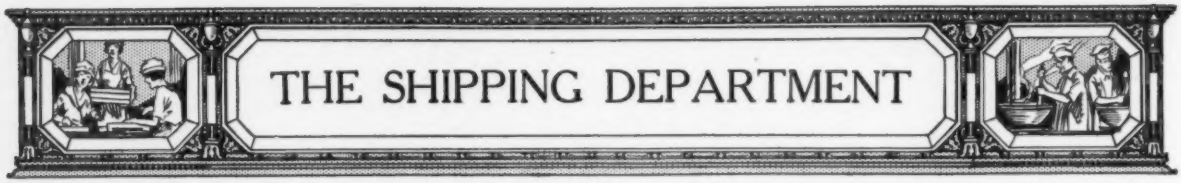
The residue of the copra, after the oil has been extracted, is a very valuable stock food, and can also be used as a fertilizer. It contains about 20 per cent protein and 8 per cent fat.

This has a very good value in Europe and the United States, but brings little or nothing when obtained at the point of production. In the Philippines during the war it was used for fuel.

Following the crushing of the copra is the refining of the crude oil, and the big demand for refined coconut oil is margarine. This is due to the fact that coconut oil has many characteristics of the butter fat. The formula mostly used for margarine is 60 per cent coconut oil, 20 per cent peanut oil and 20 per cent milk. Thus, the increased demand for coconut oil corresponds with the greatly increased demand for nut and vegetable margarines.

Refining of oil consists in neutralizing the free fatty acids by caustic soda or potash, thus forming a soap and producing a neutral oil. After being filtered to remove all soap and impurities, it is washed, then dried, and finally treated at a high temperature with superheated steam to remove all odors. Whether used in margarine or in cooking, it is most essential that the oil be tasteless, odorless and free of air and moisture, in order that it will not develop rancidity. When properly refined and kept from moisture, air and light, it will remain sweet indefinitely.

(*Concluded in January Issue*)



Packing and Shipping Candy—II



by W. C. Lindsay

Traffic Secretary National Confectioners' Association

II.

The Use of Fibre and Corrugated Boxes as a Shipping Container

The next important step in the use of fibre and corrugated shipping containers is to know and familiarize yourselves with the rules and regulations governing shipments when packed in this class of a container, and this rule is known as No. 41, which will be found in Consolidated Freight Classification No. 2, pages 19 to 37, inclusive, and in this article we will refer particularly to boxes, as found in Sections No. 1 to No. 13, inclusive.

Fibreboard, Pulpboard or Strawboard boxes

SECTION 1. (a) Unless otherwise provided, ratings applying on Articles in Wooden Boxes will also apply on the same articles in Fibreboard, Pulpboard or Double-Faced Corrugated Strawboard Boxes, with or without wooden frames, or in Ironbound or Wirebound Fibreboard Boxes, provided the following requirements and specifications are fully complied with:

20% Penalty

(b) Subject to the provisions of Rule 5, Section 4, and unless otherwise provided in separate descriptions of articles, or in the Interstate Commerce Commission's Regulations for the Transportation of Dangerous Articles other than Explosives by Freight (see Pages 452 to 531), when the requirements and specifications of Rule 41 are not fully complied with, the freight rates on articles in Fibreboard, Pulpboard or Double-Faced Corrugated Strawboard Boxes, with or without wooden frames, or in Ironbound or Wirebound Fibreboard Boxes, shall be increased 20%, with a minimum increase of 2 cents per 100 pounds, above the rates applicable on such articles in boxes that do comply with the requirements and specifications of Rule 41.

(*It is probable that there are very few manufacturers who know that unless this Rule is complied with that their freight rate will be increased* 20%.)

Three-ply Boxes Without Frames

SECTION 2. (a) Fibreboard or Pulpboard used in making Fibreboard or Pulpboard Boxes, without frames, must be three-ply or more, all plies firmly glued together, the outer ply waterproofed and no single ply less than .016 of an inch in thickness: except that the board forming the innermost slide of a Triple Slide Box need not be waterproofed nor comply with Mullen Test requirements; and

Weight Limit 40 Pounds

(b) When the combined board is not less than .060 of an inch in thickness, having a resistance of not less than 175 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 60 inches, the gross weight of the box and its contents must not exceed 40 pounds; or

Weight Limit 65 Pounds

(c) When the combined board is not less than .080 of an inch in thickness, having a resistance of not less than 200 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 65 inches, the gross weight of the box and its contents must not exceed 65 pounds; or

Weight Limit 90 Pounds

(d) When the combined board is not less than .100 of an inch in thickness, having a resistance of not less than 275 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 70 inches, the gross weight of the box and its contents must not exceed 90 pounds.

Double-Faced Boxes Without Frames

SECTION 3. (a) Double-Faced Corrugated Strawboard used in making Double-Faced Corrugated Strawboard Boxes, without frames, must be made of corrugated strawboard with outer and inner facings of fibreboard or pulpboard, both facings having proper bending qualities, firmly glued to the corru-

(*Continued on page 37*)

Laboratory Test of Fibre Shipping Containers for Candy in Glass Jars

by B. C. Tamlin

INVESTIGATIONS recently made by the Research Department of the National Association of Corrugated & Fibre Box Manufacturers, Chicago, indicate beyond question that much loss and damage to candy shipments in glass jars can be avoided by changes in inner packing and in the arrangement of the jars in the container. They also reveal the fact that round glass jars are better carriers than fluted jars and that protruding caps are a means of increasing breakage.

One of the large candy shippers of the United States recently requested the National Association to examine the packages they were using and to suggest changes that could be made to reduce the amount of breakage they were having. Sample containers as used were furnished the Association and its Research Department made an intensive study of the situation, constructed numerous containers with various kinds of inner packing, and afterward tested these containers, packed with the commodity, in a large revolving testing drum, such as is used by the Forest Products Laboratory, Madison, Wisconsin.

Construction of Partitions

The tests made developed the fact that the materials used in the construction of the partitions had considerable effect on the carrying ability of the container, and that the addition of a single-faced corrugated wrapper materially lessened the breakage. It is probable that most candy shippers are aware of the fact that different materials are used in the manufacture of partitions, liners and pads. In some cases chip facings are used, in others, one jute and one chip facing, and in others both facings are made of jute. Which should be used depends upon the character of the commodity being shipped and the susceptibility to breakage of the inner container in which it is packed.

Certain kinds of glass inner containers break less easily when packed with the caps down in the container. This is something every shipper of candy in glass should investigate as in many cases a simple arrangement of this kind will prove of great benefit in the reduction of loss and damage.

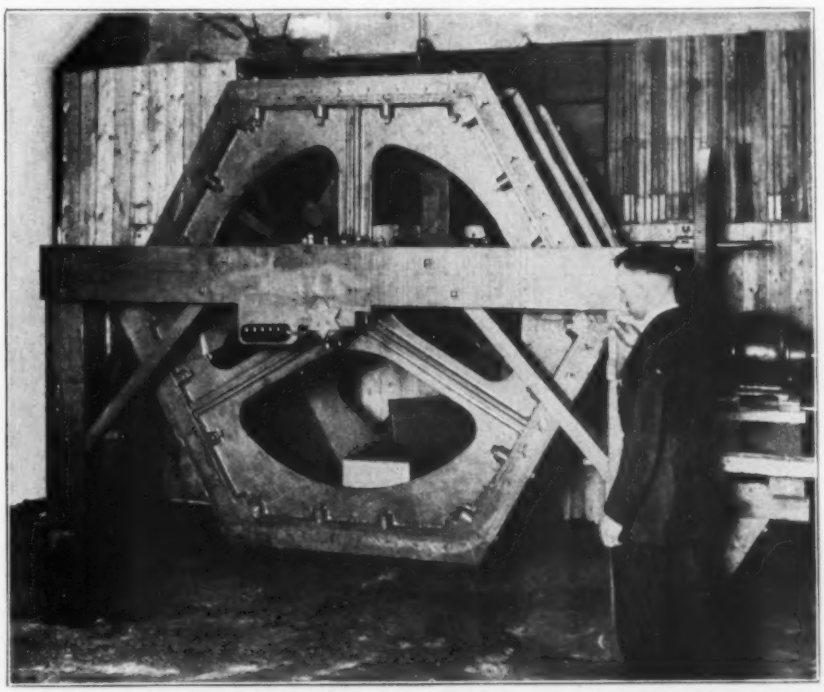
The Testing Drum

It may be of interest to shippers who are not familiar with the testing drum referred to, to know something about its appearance and action. The accompanying cut gives a clear idea of the appearance of the drum. This drum is motor-driven, seven feet in diameter, supported on a frame, the operation being somewhat similar to a Ferris wheel. It is hexagonal and so geared as to make two complete revolutions per minute. This means that each box tested receives twelve falls per minute, averaging nearly four feet The inner sides of the drum are lined with steel and are irregular in shape, in addition to being fitted with various hazards which cause the box to be jolted, jarred, scuffed and punched in every conceivable manner. These hazards consist of steel-covered boards, some forming angles which hold the box momentarily, thereby causing a precipitate fall, sometimes over four feet. Other hazards cause the box to fall from one side of the drum to the other, the general purpose being to keep the box turning after each fall so as to expose the entire surface. The box is in continuous motion and receives incessant shocks except during the few moments it may be caught in an angle hazard, and the longer the box is held in the angle, the further and more violent the succeeding drop. The hazard which ultimately seems to cause the most serious damage to the box and contents is a metal casting about eighteen inches in diameter at base, tapering up to a small knob.

The physical tests employed to prove the type of container and inner packing which would to the greatest degree lessen the liability to damage, were far more severe than the shipments of this commodity would ordinarily be subjected to in actual transportation. However, they afforded means of comparing the relative efficiency of the containers and packing used, and this in a comparatively short period of time. After the tests were completed and the Research Director of the Association had made his findings, the candy was returned to the manufacturer in types of containers and packed in the manner thought to be best for the purpose. A full letter of explanation was also sent to the shipper, advising him of the tests that had been made and the reasons for arriving at the conclusions indicated.

The Research Department of the National Association is now located on the premises of the Glass Container Association of America at 3344 South Michigan Avenue, Chicago. In making tests of commodities in glass containers, the National Association Research Director co-operates closely

(Concluded on page 44)



Testing Drum for Shipping Containers in the Laboratory of the National Corrugated and Fibre Box Manufacturers Association.

Trade-Marks and Patents

A Department in charge of Henry B. Floyd, Ph. D., L. L. B.

Chicago Manager, Mason, Fenwick and Lawrence

Trade-Mark Counsel, National Confectioners Association



Description Marks

IT is an established and fundamental rule of trade-mark law that words or terms merely descriptive of the goods or of the business to which they are applied, are not subject to exclusive appropriation, as trade-marks and trade-names. To be exclusive, a trade-mark must consist of some arbitrary or fanciful term, figure, word or device, which is not descriptive of the article to which applied, or of the business in which employed. The reason for this is that every one must be allowed to truly describe his goods or business, and in order to do so, he must use the terms necessary or appropriate for this purpose. No one has or can secure a monopoly upon the adjectives of the language. But descriptive terms must not be artfully used as a means of passing off the goods of one person for the goods or business of another.

Words, marks or names, purely indicative of quality, class, grade, style and character of goods; those which merely describe the ingredients or mode of composition; those claiming superior excellence, popularity or universality, as "Best," "Standard," "Favorite," etc.; and those setting forth the purpose or use of the article, ordinarily are not good trade-marks. Nor is a picture of the article itself or a description of the package in which it is contained satisfactory.

Such terms, descriptions or pictures, when merely suggestive of the goods or of the business in which used, have been held to be valid trade-marks. Between purely descriptive marks and those merely suggestive, the line of distinction is narrow and ill-defined, and it is for this reason that terms savoring of descriptiveness seldom prove valuable trade-marks.

State Registrations

IN most of the states, statutes regulating trade-marks, names and labels are to be found, such statutes providing civil, criminal or penal remedies for violations thereof. Usually some form of registration is provided as a part of the scheme for the regulation and protection of such marks. The purpose of these statutes is to facilitate remedies against infringers.

Rights under a state registration are not infringed by acts wholly done outside the state where the registration is obtained.

The requirements and the provisions of the statutes in each state differ one from another in a number of respects. All generally provide, however, for registration of ordinarily used trade-marks, when such trade-marks are a part of a label.

Report on Trade-Marks

The following trade-marks have been examined and appear for purposes of opposition in the Official Gazette of October 18, 1921, *published October* 26, 1921:

"PFEIFFER BROS." with fanciful design, by Pfeiffer Bros., Brooklyn, N. Y., filed Jan. 27, 1921, claiming use since Jan. 14, 1921, on Barley-Malt Syrup for use in baking and candy-making.

"GOLDEN CHARM," by E. B. Millar & Co., Chicago, Ill., filed Feb. 24, 1921, claiming use since Feb. 21, 1921, on coffee.

"TICK TOCK" with picture of clock, by Hoffman & Hauck, Inc., Woodhaven, N. Y., filed March 31, 1921, claiming use since March 18, 1921, on maple sugar, honey, maple syrup, cane and maple syrup, peanut butter and other articles.

"DUTCH MAID" with picture of Dutch maid, by Royal Cocoa Company, Jersey City, N. J., filed April 12, 1921, claiming use since 1909 on coffee, cocoa and chocolate.

"TRUWEST," by Oregon Growers' Cooperative Assn., Salem, Ore., filed May 9, 1921, claiming use since July 9, 1920, on candy, nuts in their natural state, coffee and other articles.

"U C & P Co.," by United Candy & Pastry Company, Washington, D. C., filed May 13, 1921, claiming use since March 18, 1921, on candy, cake, bread and pastry.

"TIP TOP," by Edward D. Bradshaw, New York, N. Y., filed June 7, 1921, claiming use since Feb. 25, 1907, on salted popcorn and popcorn in its natural state.

"CHERRY FLIP," by Gorton Chocolate Co., Inc., Corning, N. Y., filed May 28, 1921, claiming use since Jan. 1, 1921, on candy.

"BAFFLE BAR," by Cardinet Candy Company, Oakland, Calif., filed June 9, 1921, claiming use since Oct. 28, 1920 on chocolate-coated candy.

"ROGERS CHOCOLATE," by Rogers Candy & Ice Cream Co., Seattle, Wash., filed June 25, 1921, claiming use since July 15, 1920, on candies.

ACT OF 1920 (AMENDMENT)

"FRONTENAC," by Gannon Grocery Co., Marquette, Mich., filed April 30, 1921, claiming use since 1909 on peanut butter, honey, coffee, powdered sugar and other articles.

"BETTER GOODS," by Herman Jacob Greenhut, Pensacola, Fla., filed Dec. 12, 1919, claiming use since Nov. 16, 1915, on candies and canned soups.

"LOWREY'S HO-MADE NOUGAT," by Luther Sylvester Lowrey, San Francisco, Calif., filed June 6, 1921, claiming use since May 1, 1920, on candies.

The following trade-marks have been examined and appear for purposes of opposition in the Official Gazette of October 11, *published October* 17, 1921:

"REMAR," by The Remar Company, Oakland, Calif., filed Sept. 18, 1920, claiming use since April 19, 1920, on cakes, candies and fruit preserves.

"LIBERTY TREE," by Liberty Candy Company, filed Feb. 17, 1921, claiming use since Aug. 4, 1920, on candies and chocolates.

"MISTLAND," by Oregon Growers' Cooperative Assn., Salem, Ore., filed April 22, 1921, claiming use since July 9, 1920, on nuts, candy, coffee and other articles.

"TRES BIEN," by David Goldenberg, Philadelphia, Pa., filed May 5, 1921, claiming use since March, 1920, on candy.

"ARCTIC," by Manufacturing Company of America, Philadelphia, Pa., filed May 19, 1921, claiming use since about Nov. 13, 1906, on candy.

"CAL-GRO" with fanciful design, by California Growers' Assn., Inc., Los Angeles, Calif., filed June 6, 1921, claiming use since April 12, 1920, on honey and other articles.

"COMPLI-MINTS," by The Shelby Supply & Manufacturing Company, Shelby, Ohio, filed June 17, 1921, claiming use since Feb. 15, 1921, on candy mints.

"KELLOG'S" and words "The Sign of Quality," by H. Kellogg & Sons, Philadelphia, Pa., filed June 28, 1921, claiming use since June, 1917, on peanut butter, maple syrup and other articles.

No registrations under the Amendment.

MASON, FENWICK & LAWRENCE.

Packing and Shipping Candy

(*Continued from page 34*)

gated sheet and the outer facing waterproofed, except that the board forming the innermost slide of a Triple Slide Box need not be waterproofed nor comply with Mullen Test requirements; and

Weight Limit 40 Pounds

(b) When the outer facing is not less than .016 of an inch in thickness, having a resistance of not less than 85 pounds to the square inch, Mullen Test, and the inner facing is not less than .016 of an inch in thickness, having a resistance of not less than 65 pounds to the square inch, Mullen Test, the combined board having a resistance of not less than 175 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 60 inches, the gross weight of the box and its contents must not exceed 40 pounds; or

Weight Limit 65 Pounds

(c) When the outer facing is not less than .018 of an inch in thickness, having a resistance of not less than 85 pounds to the square inch, Mullen Test, and the inner facing is not less than .018 of an inch in thickness, having a resistance of not less than 85 pounds to the square inch, Mullen Test, the combined board having a resistance of not less than 200 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 65 inches, the gross weight of the box and its contents must not exceed 65 pounds; or

Weight Limit 90 Pounds

(d) When the outer facing is not less than .030 of an inch in thickness, having a resistance of not less than 135 pounds to the square inch, Mullen Test, and the inner facing is not less than .030 of an inch in thickness, having a resistance of not less than 135 pounds to the square inch, Mullen Test, the combined board having a resistance of not less than 275 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 70 inches, the gross weight of the box and its contents must not exceed 90 pounds; or

(e) When two complete Double-Faced Corrugated Strawboard Boxes, one fitted closely inside the other and each box made of Double-Faced Corrugated Strawboard fully complying with the requirements and specifications shown in Section 3 (a) and (b) of this Rule are used and the outside dimensions of the box, length, width and depth added, do not exceed 70 inches, the gross weight of the box and its contents must not exceed 90 pounds; or

(f) When boxes are made of Double Strength Corrugated Strawboard (Double-Faced Corrugated Strawboard and Single-Faced Corrugated Strawboard, glued together so as to make one piece), each facing being not less than .018 of an inch in thickness, having a resistance of not less than 85 pounds to the square inch, Mullen Test, the combined board having a resistance of not less than 275 pounds to the square inch, Mullen Test, and the outside dimensions of the box, length, width and depth added, do not exceed 70 inches, the gross weight of the box and its contents must not exceed 90 pounds.

Article number three will appear in the next issue of this magazine with more information in regard to shipments in fibre and corrugated boxes. If Consolidated Freight Classification No. 2 is not in your possession, you should have it.

Dealer Helps

As Studied By a Lithographic Advertising Man.

by Jos. S. Potsdamer

THERE is not enough attention given to Dealer Helps of a pictorial nature as compared with publicity conveyed by the written word.

Poor English, faulty construction of paragraphs and bad type arrangement can be detected by the merest tyro, but poor drawing, faulty layout and bad color scheme slide by too many buyers of advertising, and, of course, fail to measure up to good publicity.

It is not surprising that many so-called "Dealer Helps" repose in the basements of our dealer shops when with more thought given to their construction, they would be working daily for the candy manufacturer. The old adage "If anything is worth doing, it is worth doing well," applies.

90% for the Design

At the Convention of the A. A. C. of W., Professor Harry R. Wellman, of Dartmouth University, very pertinently said in his talks on color: "The cellar is the graveyard of inferior window display, while good advertising value, in design, color and construction finds its way to the windows 100%." Mr. Wellman, formerly Sales and Advertising Manager of Lowney's, knows whereof he speaks. He also remarked "if you have only $100.00 to spend, spend $90.00 for the design, as a few good pieces will be used by the dealer where many poor pieces are discarded."

There are two cardinal points to be considered in a Dealers' Helps Campaign: Design and Timeliness.

Timeliness

Let us discuss the second first, for no matter how good the design, how clever or desirable the "copy," if the dealer is not properly stocked, he has no use for any "copy" you may furnish him. So distribution has the first consideration in planning dealers' helps and when the time approaches for breaking the campaign, it is imperative for the Sales Department to see that sufficient stock is on the dealer's shelves to warrant his use of the material supplied.

Here is where many firms fall down as they fail to "sell" their advertising to the dealer in advance, and when the material arrives it may either be encroaching on another campaign or the dealer is annoyed by having something sprung on him.

A campaign can best be sold in advance by salesmen, for the salesman with his personal touch can put "it over."

If it is not possible to reach the trade through the sales force, the dealer should be approached by direct-by-mail copy, one piece of which should be miniature or broadside reproductions of the campaign in color.

There is one firm of chemists who have sold their dealers' helps and window display by a series of letters and return post cards and the post card check has shown that over 80% of the material sent by mail or parcel post is used; with a surmise that at least 50% of the untabulated is also made used of.

It is natural for the dealer to be most friendly to the firm that shows sufficient interest in him to take him into their confidence and apprise him of their efforts to help him "turnover" the manufacturers' products, and once that friendship is cemented by a piece of clever copy or well-balanced campaign, that does help his sales, the dealer is a lifelong customer.

Design

Now as to design: a summary of what constitutes "dealer helps" would run through almost the entire gamut of Lithographic Advertising and any one or group or combination may be used if they are applied with common sales and advertising sense.

With the candy manufacturer the best Dealers 'Helps is the package—an attractive, well-designed package will sell candy and better still if it is one of a complete line of effective packages; so here design enters into the very beginning of the problem as attested by the following comment from a man who has made a profound study of the subject:

"The success of package candy—by this I mean candy that retails anywhere from 5 and 10c a package, up to a couple of dollars a pound—has been practically dependent upon the appearance of the package. It is essential, therefore, after first making sure that the quality of the candy is of the best, that the label or package that it is put in is just as attractive as it can be made.

"Candy is bought on inspiration. It is a positive fact that most people buy their candy as they happen to see a display of candies or packages in a window or counter. It is, therefore, of extreme importance that the package be made of such a nature that will catch the eye, and at the same time,

(Continued on page 50)



Give your dealer a foundation for building his window display. This cut shows a simple composition—the display brought well up to meet the level of the eye—and the packages placed well to the front to attract attention.

WHAT'S NEW?

J. W. Greer Co. Build New Factory

J. W. Greer Co. have purchased the lot on corner of Windsor and Washington streets, Cambridge, containing 18,500 square feet, and have let the contract for a $50,000.00 modern sunlight factory building, which will be completed about December 1st. J. W. Greer Co. will not only manufacture the Greer Chocolate Drying, Conveying and Packing Machines, but will carry a full line of equipment for the confectionery and cracker manufacturers.

Read Machines for Candy Trade

While the Read Company are more or less new to the candy trade, they have sold mixing machinery to bakers, hotels, and restaurants for many years, and now find that the same machines are equally practical for candy factories and are offering their line to the general candy trade.

Starting with a plant at Glen Rock, Pa., the Read Machinery Co. erected a large daylight plant covering about 30,000 square feet of floor space, at York, Pa., which is used only for the manufacture of the Read Three Speed Mixers.

At Glen Rock the Double-Arm Mixers are manufactured. Here a new plant similar to the one at York is now in the course of erection, the old one having been partially destroyed by fire July 1, 1921.

Read Double Arm Mixers are designed for mixing liquid batches of large quantities. They are built from 1 to 5 barrel capacity.

The famous Three Speed Mixer is used for every known kind of mixing, creaming, whipping or rubbing, including Whipped Creams, Marshmallow, Mazetta, Chocolate paste, Nougats, Fondant and Almond pastes. The sifting and conveying outfits are for sifting starch, flour, etc.

"Tindeco" Have Chicago Office

The Tin Decorating Co. of Baltimore have opened a Chicago office in the North American Building, 36 South State street, where a full line of samples will be displayed. Mr. Stanley S. Smith is in charge.

New Hard Candy Department

The Holman Confectionery Company opened its new Hard Candy Department October 15, 1921.

They will manufacture a complete line of hard candies, and we understand they will maintain the same corresponding standards of quality and service which they have established in their marshmallow department. This is a progressive corporation. We wish them well.

Crystal Candy Co. Succeed Martin-Hill Candy Co.

The Crystal Candy Co. of Winston Salem, N. C., have announced that they have bought out the Martin-Hill Candy Co., a going concern, have installed modern candy factory machinery and equipment and are in position to make immediate deliveries on a full line of quality candies.

The company is incorporated with a paid in capital of $100,000. The following officers have been elected:

W. H. Martin, President.
A. C. Hill, Secretary-Treasurer.
G. S. Keith, Superintendent.

E. & A. Opler Prepare for Bigger, Better Business in 1922

E. & A. Opler, Inc., of Chicago, are moving from 130 N. Wells street into a larger factory at 2209-2215 Elston avenue, November 15th. This also gives them the added facility of a private switch track.

Partnership Dissolved

With sincere regret the Chas. N. Miller Co. announces the dissolving of the partnership between Alton L. Miller and Robert W. Lord with the retirement of Mr. Lord.

The business of manufacturing and selling high grade candy specialties will be continued under the name of Chas. N. Miller Co., with Alton L. Miller assuming all the assets and all the liabilities of the former company. It will be conducted with the same high standards that characterized its growth during the last thirty-six years under the guidance of Mr. Chas. N. Miller, who still remains its chief adviser.

CHAS. N. MILLER CO.,
(Signed) Alton L. Miller.

Milwaukee to Entertain the Western Confectionery Salesmen's Association

The Seventh Annual Convention of the Western Confectionery Salesmen's Association will be held at the Hotel Pfister, Milwaukee, on December 6th, 7th and 8th, 1921.

The Western Confectionery Salesmen's Association is an organization composed of several hundred traveling salesmen and sales managers of the confectionery, chocolate, and kindred industries, who sell to the wholesale confectionery trade only. This will be the first time in the history of the organization that their convention will be held in Milwaukee. The six previous meetings have been held in Chicago, and the numerous Milwaukee members of the organization feel highly flattered to have the opportunity to entertain the association in the Cream City.

Mr. I. R. Gillette, of the Ambrosia Chocolate Co., who has, for many years, been an active worker in the organization, has been chosen chairman of the Convention Committee, and is now engaged in preparing the program for the convention.

The convention will be opened by addresses of welcome by the Honorable Mayor Hoan, and Mr. Phil Grau of the Milwaukee Association of Commerce. Mr. Walter C. Hughes, Secretary of the National Confectioners' Association, and Mr. V. L. Price of St. Louis have been secured to address the convention, as have also others of national reputation in the candy, chocolate, paper box, and allied industries.

The Entertainment Committee has arranged for a smoker on the first night for the visiting members and their friends; a theater party at the Majestic Theater the second evening; and an elaborate banquet, interspersed with vaudeville numbers, followed by dancing, in the Fern Room of the Hotel Pfister, on the last night. A very active ladies' committee has been selected, which will arrange to entertain the wives and daughters of the visiting members.

A large printed program is in course of preparation and it is hoped that the manufacturers and salesmen to the jobbing trade of the Central West will lend their wholehearted cooperation and make the coming W. C. S. A. convention a record breaker.

Does The Paper Box Manufacturer Get A Square Deal?

by Wm. W. Baird

Secretary National Paper Box Manufacturers' Association

Will some one from the candy manufacturing fraternity volunteer to answer this question? Let's hear from both sides.—*Editor*

MANY box manufacturers have put this question to themselves very frequently in the past, when they have seen huge quantities of boxes piled in their stock rooms; boxes for which orders have been received, with definite delivery dates specified, but which the customer has requested (or should we say demanded?) that delivery be deferred for an indefinite period.

They have experienced heavy losses by reason of tied-up capital, storage expense and refusal by the consumer to take goods contracted for because they had ceased to be saleable, and believing that the majority of business men endeavor to be fair and reasonable, they also believe that a frank presentation of the box manufacturers' point of view will go a long way toward remedying the conditions.

In order to make clear the position of the box manufacturer in regard to this question it is necessary to consider first the relation of the paper box industry to the candy industry.

Relation of the Paper Box Industry to the Candy Industry

The industries are to a considerable extent interdependent. The paper box manufacturer looks to the candy manufacturer for a large percentage of his business. The marvelous growth of the candy industry is the result of the progressive policies of those engaged in it, not the least of these being the recognition of the paper box as a valuable aid in increasing sales, by reason of its cleanliness, adaptability and attractiveness. There is no one commodity entering into the manufacture and distribution of confectionery that contributes more to the success or failure of the sale of the product than does the paper box in which it finds its way to the consumer. There is no article which requires more thought and consideration before acceptance than the oft-times maligned paper box, because, no matter how good the candy may be, unless it is presented to the public in an attractive manner, the demand for it will be materially less than when taste and good judgment are shown in the selection of the container. It has been aptly and truthfully said that "you can sell an inferior article when put up in an attractive container, but the sale of an A 1 article would be materially injured when presented in a poorly constructed, unattractive container." Successful confectioners have not been slow in acknowledging the sales value of a properly constructed, attractively decorated paper box. It has frequently happened that one happy thought in the preparation of a package has increased the sales many times of all lines put out by the manufacturer. Probably every confectioner knows this, and it is for that very reason that so much care is exercised and thought expended in the selection and construction of fancy paper boxes.

Service Which the Candy Manufacturer Has a Right to Expect

The paper box manufacturer who is properly equipped to produce high grade candy containers, does much more than merely produce an article of commerce, as in the case of sugar, syrups, coatings, flavorings and other ingredients of candy. He adds a quality that is in its nature artistic, and sells to his customer not only the article itself, but also his services, knowledge and experience, as does the professional man to his client. Thus quality it is that creates the sales value of the paper box and makes it the most important single element in developing a sales campaign.

In the production of paper boxes, *service* is equal in importance to the commodity itself, although this phase is frequently overlooked when the candy manufacturer is seeking a source of supply. Many articles, and especially confectionery, deteriorate rapidly if the paper box is not in readiness to receive it as soon as it is manufactured, therefore adherence by the box manufacturer to the agreed upon time of delivery is as important as the box itself.

Quality requires experienced (therefore, well paid) workers, up-to-date and usually expensive machinery, clean work rooms and ample and thorough supervision.

Service requires ample capital, liberal manufacturing and storage space and a complete organization. Without these neither quality nor service can be secured.

Any manufacturer operating a plant of considerable size can well appreciate that the above statement is self-evident and should be a sufficient argument in itself against demanding that the two requisites be supplied at the same price as inferior goods made and delivered often at producer's convenience rather than to meet the buyer's need. Quality and service cost money. Is it reasonable to ask that these two requirements be supplied at the mere cost of manufacture?

The Ideal Business Relationship

The fine quality of work demanded by the candy industry requires more than average facilities, knowledge and experience in order to render the service desired. Therefore, the source of supply should be selected with the same care and discretion as exercised in selecting one's doctor, and when the selection is made the consumer should co-operate with the manufacturer as any client does with his lawyer or physician, not discarding his services whenever a cut price is offered as temptation. This is the ideal business relationship, and is growing more general among far-sighted business men.

It is possible to build a paper box and give neither quality nor service; both of these factors are not necessary features of box making, although naturally they are expected in the majority of business transactions, but when these two requisites are demanded, the consumer should realize that these are features that add to the cost. If they are made a part of the contract they should be paid for as well as the mere construction of the commodity itself, and the responsible box manufacturer who has built up his plant with the facilities for supplying these requirements to his customers should receive the recompense to which this service entitles him.

We believe that the large buyer will subscribe to the statement that when one has found a box maker of proved ability who can give the required

service, it will pay to retain his services even at an advance in price.

Made to Order

Because the paper box is an individual proposition, that is, each box performs but one service and can be used for no other purpose than the one intended, it becomes necessary to make them "to order," and in advance of requirements because they are not part of a regular stock like molasses, or sugar, nuts, fruits, and coatings which are applicable to many different purposes and can be utilized by one if not wanted by another.

This fact places a certain responsibility on the purchaser of paper boxes toward the box manufacturer that does not enter into transactions with all industries.

One of the greatest difficulties experienced by the paper box manufacturer is a tendency on the part of some buyers to ignore their responsibility to take and pay for boxes contracted for. They seem to forget that by the most common rules of fairness they are in duty bound to take and pay for the goods which they have ordered made.

The Financial and Moral Phase

If a retailer purchases candy packed in special trade-marked boxes, and before shipment is made, but after the goods have been manufactured and packed, requests the candy manufacturer to hold them indefinitely, is it conceivable that the candy manufacturer would consider such a request seriously? Is it justifiable then, to request that manufactured boxes be held beyond the agreed upon time for delivery or to refuse payment for them when the time for delivery arrives?

The box manufacturer is obliged to take and pay for his board and paper on a specified date; why should his customer have the right to demand that he hold back delivery of finished boxes, and suffer as well postponement of payment for the same?

In fact, by no construction of ethics is a buyer justified in withholding payment for the paper boxes manufactured for his account and upon his order, beyond the agreed upon time. If, perchance, conditions have arisen that make it inconvenient to take the goods as specified, the box manufacturer should at least be paid for them as agreed and a mutually satisfactory arrangement made for their storage for a reasonable time; but under no consideration should it be expected that the box manufacturer should bear the whole burden or fail to get his payment for the fulfillment of his part of the contract. Such unbusinesslike methods on the part of some have been the cause of great injury to a number of box manufacturers in the past. If a box manufacturer is expected to conduct his business in such manner as to give the maximum service that is desired, he must turn his capital quickly and also be relieved of accumulation of dead stock in order to carry a reasonable supply of *live* boxes that are in frequent demand.

It can be readily seen that some customers are hurting their own interests in refusing to pay their rightful obligations when due, and also by the request to hold goods tending to clog the box manufacturers storage rooms to the exclusion of live and needed boxes.

This resolves itself into a problem of simple arithmetic, not of expediency or policy, for there are limitations to capital and storage space alike. Added demands on either have to be paid for by some one and it is customary to include all costs in the price of goods. It is doubtful if the extent of this injustice is appreciated by the users of boxes. Probably not one buyer in fifty has even considered the financial or moral questions involved, for we do not hesitate to say that the integrity of the average business man is too high to intentionally inflict a gross wrong on another, but the custom has arisen from a selfish attitude on the part of the buyer and weakness of the seller.

The box manufacturer is asking no favors, only a fair deal, the solution of which is simplicity itself, that the buyer only order for given delivery dates such goods as he is willing to receive and pay for. The following are instances of the practice, and suggest the extent of the evil:

A Few Instances

A large manufacturer received an order for one million cylindrical containers. Shortly after the order was under way and some deliveries had been made, the customer cancelled the order, because the goods to be shipped had failed to sell as expected. As the stock for the entire million had been bought and lithographed especially for this customer, the manufacturer demanded payment in full and also ordered all sales to the customer stopped "as he had no desire to do business with a concern who attempted to repudiate its agreements."

Again, a box manufacturer recently brought up the subject of "Delayed Deliveries" with one of his customers. The customer listened for a while and then said, "Why talk about disagreeable things?" In other words, he had no argument against the box manufacturer's position. It is interesting to note that within ten days after the interview a large portion of the "dead stock" had been ordered out.

A manufacturer of high grade confectionery boxes has adopted the rule that he would accept no orders for boxes without a specified date of delivery named. So far he has been successful, although he lost one customer who refused to be bound; but this loss has not deterred him from going ahead on this plan, which he says is working out finely.

It should be realized that the paper box, unlike almost any other merchandise, can only be used for the single purpose for which it was ordered. It is an actual impossibility for the box manufacturer to dispose of it elsewhere if not taken by him who ordered it. Therefore, there is no possibility of the box maker realizing on it when acceptance is delayed or refused by its rightful owner.

Business ethics surely require that the buyer should treat the seller as he himself would wish to be treated; that he should bear in mind that the paper box manufacturer does something that few industries do, namely, makes up and holds the completed box in readiness for the consumer's needs as directed, and for this service the box maker should be *rewarded* rather than penalized.

During the past two abnormal years it has, of course, been exceedingly difficult to judge one's future requirements and it is not surprising that unusually heavy stocks of "dead" boxes have accumulated, and no one can gainsay the fact that the paper box manufacturer has done his share generously in carrying surplus stock in order to help in the general liquidation and reconstruction of business. But now that business seems to be improving and returning to normal, it should be a most opportune time to use up the accumulated stock of boxes before starting new lines. This should be done in all fairness to the box manufacturer, and can be done, we believe, without detriment to the consumer.

We believe that the candy manufacturers have no desire to be otherwise than fair and just in their business dealings; that some have not realized the extent and injustice of the practice discussed, and that upon consideration of the facts they will heartily co-operate toward the elimination of an evil that in the long run must react to the disadvantage of the consumer.

Coming

MR. ROBERT F. SALADE is preparing an article on Candy Containers and their relation to the merchandising policy of the house—to appear in an early issue.

MARKET REPORTS

New York Sugar Market

THE raw sugar market is about steady at its present level of 2½c C. & F. U. S. Atlantic Ports for Cuba sugars, at which price the Sugar Finance Committee continues to sell in a moderate way nearby and prompt sugars to meet nearby requirements of refiners. Last sales of duty free sugars were of Philippines at 4c C. I. F. delivered. Further quantity of Philippine sugars up to 15,000 tons, due here the middle of November and thereafter up to early December, are available at 4c, but the sugars are too distant to interest refiners at present time.

Full duty sugars have sold in a moderate way at 2.20c C. I. F., a decline of 10 points from previous sales. The market is somewhat interested to note sales of Brazil sugars in the English market at 14/3d. per cwt. C. I. F. England, thus somewhat holding up any possible sales of Cuba sugars for which sellers are asking 15/6d., the parity of the New York market.

Conditions are expected to resume an easy tendency, due to available Cuban raw supplies this late in the year and keen competition among refiners for the limited refined sugar business available.

One refiner continues to quote 5.20c less 2%, but is now accepting orders only subject to approval, prompt delivery being difficult. Other refiners continue to quote 5.30c less 2% and are obtaining business where prompt delivery can be made.

Export refined is quiet with nominal quotation at 3.50c F. A. S. Trading in raw and refined sugar futures is only of a moderate speculative nature and has no bearing on the general situation except to indicate new crop prices of a nominal character for January and March. Prices are following the trend of the actual market.

Are you reading "The Sugar Situation" each month by Dwight O. Palmer?

Include a subscription to THE CANDY MANUFACTURER in your Christmas shopping list.

Imported Nuts

Shelled Jordan Almonds

The new goods running from three to eight crowns have slowly arrived in this market. Three crown is held at about 61c, 4 crown at 62c, 5 crown at 64-65c, and 8 crown at 68c. The first shipment which arrived here were rapidly bought up. The subsequent shipments have not been distributed so briskly, as the trade have not seen fit to take over any large lots and prices have softened somewhat as a result. On the other hand, it has been established that the Jordan crop is less than normal in size and the goods on the spot here do not represent a large volume. It is possible, therefore, that buying may be stimulated at any time and we will find inadequate stocks on hand. It is rather significant that no offerings of Jordans are being made from abroad. It is presumed that this is done so not to force their wares upon a reluctant market and thus cause a further drop in the price, but rather to wait until a normal demand sets in.

Shelled Valencia Almonds

There has been a brisk trade in three crown Valencias. The first shipments of Bulls were entirely sold afloat. The second shipments, due in a few days, are well booked up. The other brands of three crown Valencias have shown activity and the market holds at a price ranging from 38 to 40c according to prominence of the brand offered. Large, salting almonds, like 5 crown Deers, are very scarce and they will continue so throughout the season. They are firm at 65c. Alicantes are arriving in the next few days and there will be a selection running from small at 45c to very large at 52c. Avolas running from small to extra large with corresponding prices from 58 to 65c are now afloat and will be available shortly.

There has been a weakness in common bag almonds. We refer to Bari and Sicily Almonds. There has been quite a downward movement in these goods, but the market probably now has reached a point where reaction is probable, due to purchases which have been stimulated by the decline and an anticipation that the bottom has been reached. Common bag almonds are very susceptible to fluctuation in prices due to the fact that they are a favorable, speculative commodity, notwithstanding the fact that they are handled by very large houses. It is also true that at times they are in weak hands and are frequently sold short by irregular shippers. Box almonds, on the contrary, are goods that are sold under known brands. They are also invariably in strong hands and the goods are not speculated in to any large extent by the best houses.

Filberts

Fresh-cracked Barcelona Filberts, prime quality, are held at 26c with quite a brisk business. These goods are not of the new crop, but are equal in many respects to the new crop, as they are seasoned and sweet and have had excellent care. The new crop should be shipped and will sell at about the same price as the fresh-cracked. Levante Filberts, which are the Turkish Filberts, have had a steady decline in price from 89 shillings as low as 67 shillings up to the time of this writing. Those, therefore, who have not booked these goods to arrive will be in position to make their purchases at a much less figure, say about 19c. There is no new crop here as yet and it will be some little time before they arrive, probably December; 1920 crop Levantes will be offered shortly, however.

Walnuts

We have tried to get a line on the walnut situation and are still awaiting our best source of information. We have had confirmation from various sections in France that the walnut crop has suffered more or less by drought, which will probably produce a high percentage of Arlequins or russet kernels. The first shipment of new crop Bordeaux Halves left France in October and should arrive here in the early part of November. These goods have been largely booked "to arrive" at 74c. November shipment from abroad will bring about 73c and the Broken Bordeaux at about 62-65c. Doubtless there will be sufficient offerings to meet the demand here until

about May. It is then possible a shortage in the crop may become apparent. There is a wide demand for walnuts at this season of the year, but rather in small lots, as the price is high and buyers are very careful to gauge their purchases by their immediate wants.

Taking the Shelled Nut market as a whole, conditions have held up very well and the business itself is in good shape, as distributors here have worked closely in touch with the pulse of supply and demand.

Sugar Notes

Old crop stock of Cuba sugars amounting to 16,066 tons have been disposed of at about 2.50c C. & F.

By Cuban Presidential Decree of September 28th the membership of the Sugar Finance Committee was increased from seven to nine. Messrs. Aurelio Portuondo and Isidoro Trista have been added to the Committee as representing the cane growers. Mr. William P. Bohn, Cuban manager of the National City Bank, replaces Mr. Frank J. Beatty and Mr. Aurelio Fernandez de Castro has been named to serve during the absence of Mr. J. M. Tarafa.

The Cuban Commercial Mission has submitted to the U. S. Secretary of State a lengthy protest against the increase in tariff on Cuban sugars.

Speculation or trading for their own account on the part of so-called sugar brokers has been severely condemned by Mr. L. V. B. Cameron, president of the National Sugar Brokers' Association, in a booklet recently issued by the Association. He also explains that many firms are excluded from membership in the Association purely because they at times trade for their own account. It is also a defense of members of the Association who are solely brokers.

A bill to extend the life of the Emergency Tariff Law to February 1st, 1922, has been passed by the House of Representatives by a vote of 197 to 74. The bill now goes to the Senate for consideration. The Emergency Tariff Law as it now stands would expire on November 27th, 1921.

The State Department now has under its consideration a proposal from the Cuban Government for a new Reciprocity Treaty allowing a preferential of 50% on all articles produced in either country and exported to the other.

Cacao Beans

During the past week conditions have been rather depressed, and have been reflected in the Cocoa Market.

Quotations all show considerable declines, without much business resulting except in the case of Accra, of which rather a large volume has been contracted for during the last few days.

The prices quoted below show the low for shipment and the high for spot, and are given subject to market conditions and are only nominal.

Guayaquil (Machala, Caraquez	8 – 8¼
Arriba	8½– 9
Fine African	9¼– 9¾
Bahia	7¾– 9
Fair Fermented Accra	7 – 8½
F. A. Q. Accra	7½– 8
Trinidad	8 – 8½
Grenada Est.	9
Grenada Ord.	... ...
Pto Cabello	14 –20
Sanchez, nominal	7 – 7½
Java	19 –25
Maracaibo	18 –27
Ceylon	17 –18
Para	9 –10
Suriname	8 – 9
Haiti	6½– 7
Caracas	8⅞–10

Cocoa Butter

Market Firm, 28–30c.

Technical Books

You Should Know About

THE MANUFACTURE OF CHOCOLATE, AND OTHER CACAO PREPARATIONS. *Paul Zipperer.* Third Edition, rearranged, thoroughly revised, and largely rewritten. Edited by Phil. Herm. Schaeffer. 132 illustrations, 21 tables, 3 plates. 7 x 10, leather. 345 pp. New York, 1915. $7.50

Contents: The Cocoa Tree; The Manufacture of Cacao Preparations; Ingredients Used in the Manufacture of Chocolate; Examination and Analysis of Cacao Preparations; Installation of a Chocolate and Cacao Powder Factory.

COCOA AND CHOCOLATE. Their chemistry and manufacture. *R. Whymper.* 19 illustrations, 3 plates. 7¼ x 10¼, cloth. 330 pp. Philadelphia, 1921. $10.00

Contents: History, Botany and Agriculture of Cacao; Manufacture of Chocolates and Cocoa Powders; Chemistry of Cacao; Survey of the Components of Cacao and Chocolate; Methods of Analysis.

FOOD ANALYSIS. *A. G. Woodman.* Typical Methods and the Interpretation of Results. 108 illustrations. 5¾ x 8¼, cloth. 520 pp. New York, 1915. $3.50

Contents: General Methods; Microscopical Examination of Foods; Food Colors and Preservatives; Milk and Cream; Edible Fats and Oils; Carbohydrate Foods; Cocoa and Chocolate; Spices, Cider Vinegar; Flavoring Extracts; Alcoholic Foods.

HANDBOOK OF SUGAR ANALYSIS. *C. A. Browne.* A practical and descriptive treatise for use in research, technical and control laboratories. 200 illustrations, 25 tables. 6¾ x 9½, cloth. 980 pp. New York, 1912. Net, $6.00

MANUAL FOR THE ESSENCE INDUSTRY. *Erich Walter.* Illustrated. 6¼ x 9¼, cloth. 431 pp. New York, 1916. Net, $4.00

Contents: The Taste, and the Transfer of Flavor to Foods and Beverages; The Raw Materials Yielding the Different Tastes; Laboratory Practice; Non-Alcoholic Beverages; The Manufacture of Liquors, Liqueurs, Spirits and Other Alcoholic Beverages; Confectionery, Bakery and Culinary Essences; Coloring Matters for Foods and Drinks; Cosmetic Essences.

COMMON-SENSE CANDY TEACHER. *Jacob Friedman.* With a supplement by Wm. H. Kennedy. *Second Edition.* 6 x 8¾, cloth. 391 pp. Chicago, 1911. Net, $10.00

Contents: Common-Sense Talks; Talks on Material; Formulas; Cream Work; Gum Work; Ice Cream, Ices, Sherberts, etc.; Sensible Suggestions.

THE MANUFACTURE OF PRESERVED FOODS AND SWEETMEATS. *A. Hausner.* Translated from the German of the third enlarged edition. *Second Edition.* 28 illustrations. 5¼ x 7½, cloth. 246 pp. London, 1912. $3.50

A handbook of all the processes for the preservation of flesh, fruit and vegetables, and for the preparation of dried fruit, dried vegetables, marmalades, fruit-syrups and fermented beverages, and of all kinds of candies, candied fruits, sweetmeats, rocks, drops, dragees, pralines, etc.

FOOD INSPECTION AND ANALYSIS. *Albert E. Leach.* For the use of public analysts, health officers, sanitary chemists, and food economists. *Fourth Edition,* revised and enlarged by Andrew L. Winton. 278 illustrations. 6½ x 10, cloth. 1109 pp. New York, 1920. $8.50

PURE FOODS. THEIR ADULTERATION, NUTRITIVE VALUE, AND COST. *John C. Olsen.* 30 illustrations. 5 x 7½, cloth. 215 pp. New York, 1911. Net, $1.00

Contents: What is Food?; Pure Food; Standard Rations and the Cost of Food; Milk Bacteria in Milk; Fats and Oils; Butter and its Substitutes; Meats; Carbohydrates; Candies; Food Colors; Preservation of Foods; Fruits, Jams, Jellies; French and Canned Vegetables; Breads, Cereals; Spices, Flavoring Extracts.

Book Sales Dept.

The Candy Manufacturer

Stock Exchange Bldg. Chicago

The 15th Anniversary of
Reymer & Brothers, Inc.

CELEBRATING 75 years of vigorous and successful life, the firm of Reymer & Bros., Pittsburgh, during the week of Sept. 25th, played host to several hundred business associates and a thousand Reymer dealers from all parts of the Greater Pittsburgh District. The first four days were devoted to their customers and on Friday of the same week the Reymer organization and close friends spent the day in pleasant festivities.

The guests were taken through the factory in small groups, each group in charge of an experienced factory man. After two hours sight-seeing, the dealers returned to the large Assembly Room, where a well-prepared luncheon was served.

In the absence of the President, Mr. B. Dangerfield, the address of welcome was presented by his son, Mr. Benjamin Dangerfield, Jr., who reviewed the history of the firm since its inception 75 years ago up to the present time.

Early in the year 1846, Mr. Phillip Reymer, Mr. Jacob S. Reymer and Mr. Joshua Rhodes formed the Reymer Company. High ideals were incorporated in the management and manufacture, these were steadfastly lived up to and on these ideals and standards a successful business was built. Fewer business houses have enjoyed in such a large measure, the approval, the confidence and the good will, which the people of the Pittsburgh District have bestowed upon the Reymer firm.

In 1901 the business was incorporated, with Mr. J. H. Smitley, President, and Mr. B. Dangerfield, Secretary and Treasurer, both of these gentlemen having been associated with the firm since 1870. After the death of Mr. Smitley in 1917, Mr. Dangerfield assumed the presidency, which office he holds today, having a record of 50 years of continuous service.

The anniversary developed the fact that twenty-six people had given the firm a total service of over 760 years, one man having been with the firm over 50 years, another over 45 years, thirteen over 30 years and eleven over 25 years. As a fitting close to the week's celebration, the factory employees and their friends were entertained, Saturday night. About 600 responded to the invitation.

Reymer & Bros. are representative of that substantial type of institution of which our industry may be proud.

Broken and Bevel End
SOFT WOOD
SUCKER STICKS
The better kind cost less than hard wood
Our sticks used successfully in machine production
AMERICAN DOWEL CO.
MILFORD, N. H.

Raw Refined SUGAR Foreign Domestic
DWIGHT O. PALMER
160 Pearl Street
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Specialist in Representing Foreign and Domestic Firms as Broker and Agent
Telephone: Hanover 9794 Cable: Dwipalm, All Codes

Laboratory Test of Shipping Containers

(*Continued from page 35*)

with Dr. A. W. Bitting, Research Director of the Glass Container Association. It is, therefore, obvious that shippers of commodities in glass receive service of an unusual character in submitting samples of their products for tests. There is no charge made by the Association for this work, it being done for the general benefit of the fibre container industry, the transportation companies and the shippers.

It's the way they do it in Pittsburgh





Park & Tilford Entertain Dealers

Candy dealers from many cities, attending a convention in the big new factory of Park & Tilford in Forty-third street, between Tenth and Eleventh avenues, occupying nearly an entire city block, learned of many new steps in candy manufacturing methods, and heard an expert liken modern confisseurs to artists and musicians and other creators of art.

Gordon Stewart, manager of the new Park & Tilford factory, pointed out the painstaking care in every step of candy-making. "Just as the composer uses eight musical notes, or the artist seven primary colors," he said, "we employ four basic pastes and an infinite variety of delicate aromas. With these our workers produce masterpiece combinations of taste and flavor which, to the cultivated palate, open up new worlds of enjoyment."

Christmas Novelties from France and Japan

A feature of the convention was a large display of Christmas candies, unusually notable in the artistic merits of the packages and boxes, including a great many fancy containers imported from France and Japan.

The volume of orders placed for Yuletide sweets indicated that the dealers attending the convention were unusually optimistic about the future outlook in the candy industry. They predicted, in fact, that candy will play as important a part as ever during the coming Christmas holidays.

A Scientific Candy Factory

One of the most interesting incidents of the convention was a tour through the new Park & Tilford factory. The dealers were shown through the big plant in groups, led by guides, who explained every phase of the manufacture of Park & Tilford sweets, and pointed out the smooth co-ordination of the various departments. It was apparent to the dealers that, from the roasting of the cocoa beans used in the making of chocolate, to the final work of boxing candies ready for shipment, that Park & Tilford is an organization of specialists.

The Human Side

Not alone were the dealers interested in the actual production of Park & Tilford candies, but also in the personnel of the factory. They inspected the recreation rooms of the employees and ate in the employees' cafeteria, which serves wholesome meals at prices considerably under cost. There is also a ballroom and a roof garden for the use of all the employees during their leisure hours, and a fully equipped hospital with attendant doctors and nurses to take care of them in the event of illness.

INFORMATION BUREAU

Boston Mass., Oct. 19, 1921.
Frederick W. Murphy,
c/o The Candy Manufacturer,
30 N. La Salle St., Chicago.

Dear Sir:

In the September issue of The Candy Manufacturer you state that corn syrup is composed of corn sugar, dextrine gum, water and organic matter. Can you tell me what is the nature of dextrine gum? Is it a sugar? Will it rotate polarized light? Will it reduce Fehling's solution? Approximately what percentage of the syrup is dextrine gum and about how much other organic matter is there in 43 degree syrup? It may be that you can refer me to some book where I may get this information.

1019—Boston: Dextrine is more a gum than a sugar and is called "British Gum." It is used as a siccative in placing labels on bottles, etc. Long continued roasting or baking of starch at a low temperature converts the latter into dextrine. Also by treatment of starch with a dilute acid, dextrine and maltose are produced, and are separated by alcohol.

Dextrine will rotate light, but has no reducing action on alkaline copper solution or Fehling solution.

Below is an approximate analysis of corn syrup:

Dextrose	34 to 37%
Dextrine	29 to 44%
Maltose	4 to 20%
Ash	3 to 6%
Water	15 to 18%

The organic matter is as a rule maltose, but sometimes dark colored syrup contains organic matter natural to the corn, also bodies produced from burning of the dextrose, maltose, etc., in the process of boiling down.

Dr. Bryant, who is an authority on corn syrup, will shortly publish two exhaustive articles on corn syrup and as he is one of the leading authorities on this subject, his articles will be most valuable to the confectioners. F. W. Murphy.

We desire formulas for a crystallized soft gum or jelly drop, or both, in lime, lemon, orange, raspberry, grape and anise.

We are conversant with the wide quality range of gums but desire to know the formula for the best drop it is possible to sell for .... per lb.

We assume this is not an unusual request and will indeed be grateful for the information.

927—N. Y. This is a formula which is used by several of our finest confectioners:

100 pounds of sugar.

150 pounds of glucose.

Sufficient water about 20 gallons.

Boil.

Then dissolve 20 lbs. cooking starch in 6 gallons of water and add in a fine stream while the batch is cooking.

Cook for about two hours with medium heat.

Add 1 oz. Tartaric acid to clear the batch when it is finished.

Flavor 1 to 2 oz. according to strength of flavoring.

The cook is determined by snapping some of its batch between two sticks; first it will string out, but when it snaps back to either stick, the batch is cooked.

Pour into starch molds and keep in a warm room 3½ days.

Blow starch off, sand and crystallize.

BACK ISSUES

Requests for back issues of The Candy Manufacturer have exhausted our reserve supply in excess of those which must necessarily be reserved for bound volumes.

However, the type has been held on the serials by Dr. Murphy and Clyde E. Murray, so that these articles can be reprinted later to take care of the requests for the complete series of articles. Extra copies or bound volumes should be reserved in advance.

The Foremen for 1940

A constructive, far-sighted viewpoint on the labor problem comes from one of our neighbors in Pictou, Nova Scotia. The following is quoted from their letter of Nov. 9th:

"Just how to secure a source of *interested labour* for our industry is a problem, but the small boy who hangs around the windows of the factory, watching the working within, is generally a safe bet to hire. A number of ragged little boys who would spend hours watching the wheels go around, have been taken on and are making good, the foremen for 1940 are likely among them. All our window glass is clear and frequently washed. A factory needs a show window just as much as any retail store."

G. J. Hamilton & Sons,
(Signed) H. Seymour Hamilton.

NOW BEING COMPILED—

A Blue Book of the Confectionery and Allied Industries

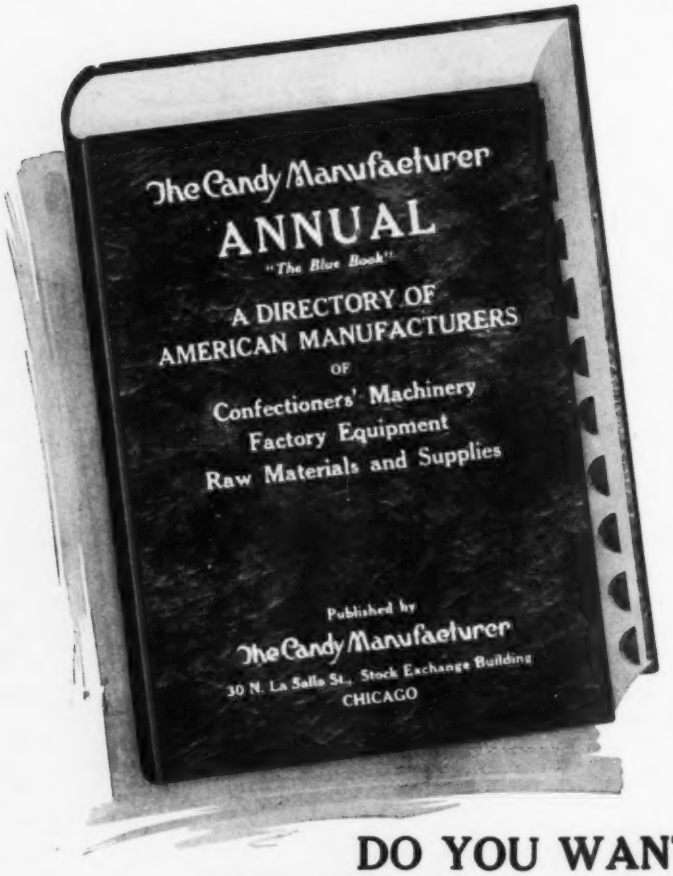
Including

A Complete Authoritative Directory of

American Manufacturers and Importers

—OF—

Confectioners' Machinery, Factory Equipment, Raw Materials and Supplies



CONTENTS:

In addition to the Directory feature described on opposite page, The Blue Book will contain:

An index of all associations, national, territorial, state and local within the confectionery industry, and the national associations in the allied industries.

Rulings, regulations and legislative situation affecting confectionery supplies and products. Statistical information on the industry. Reports and surveys of special value to the purchasing and sales departments.

A review of books, periodicals and technical literature on candy factory management, methods and materials and the industry in general.

A list of confectionery slogans in use.

Only a sufficient number of copies will be printed to supply the demand. Please express yourself one way or the other—we want to feel the pulse of the industry on this proposition.

DO YOU WANT ONE?

A REGULAR BOOK—A CREDIT TO YOUR LIBRARY AND TO THE INDUSTRY

The Candy Manufacturer
Stock Exchange Building, CHICAGO

☐ Reserve copy of first edition of **The Candy Manufacturer Blue Book** subject to acceptance at time of its publication.

☐ Enter my subscription to The Candy Manufacturer for period of five years at your special rate of $10.00, and send me copy of first edition of **"The Blue Book,"** gratis.

Name _____

Address _____

(Use this Coupon if you wish, but we prefer your Letterhead.)

Price: Not More than $5.00 or Less than $2.50.
To be announced later when book is printed.

FREE To 5-Year Subscribers to The Candy Manufacturer
This offer withdrawn after 1000 subscriptions have been received.

When Published:
As soon as data can be compiled, probably in May, 1922.

Ten Good Reasons Why the
Superintendent and Executive
Should be a paid subscriber of

The Candy Manufacturer

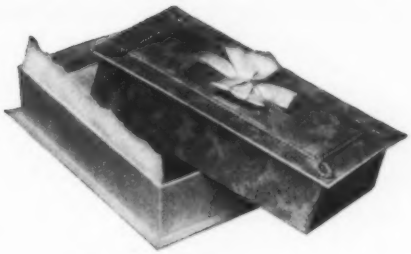
("Read wherever good candy is made")

Price, $1.00 per Reason.

1. Because this magazine is devoted to the technical and commercial interests of manufacturing confectioners exclusively and its service to the industry will be in direct proportion to the support and co-operation received from the individual.
2. Because Dr. A. P. Bryant, one of the foremost food chemists in America, is in charge of our Laboratory Department.
3. Because Dr. Frederic W. Murphy, one of the foremost sugar chemists in this country, is writing an extended series of articles on "Sugar and what can be done with its physical properties to obtain any desired result in confectionery."
4. Because to a paid subscriber is extended the privilege of consultation through the magazine with our staff contributors, a service which may reasonably be worth a hundred times the subscription cost in some instances.
5. Because Clyde E. Murray is writing an extended series of articles on Industrial Management after having been associated with some of the largest manufacturers of package candies in the U. S.
6. Because each issue contains an article on some confectioner's raw materials.
7. Because the "Open Forum" and "Superintendents Roundtable" offer an exchange of ideas and opinions from department heads of the wholesale candy factories of the country.
8. Because in each issue there is a boiled down review of the sugar situation which is comprehensive and dependable.
9. Because the department "What's New" reports the new machinery, new inventions, and happenings of news value.
10. Because our editorial program for the year includes other valuable features which will make THE CANDY MANUFACTURER one of the finest specialized business magazines in America.

Stock Exchange Bldg.
Chicago **EARL R. ALLURED, Publisher**

($10.00 for 5-year subscription—$3.00 for one year)



Is the Box as good as the Candy?

After you have made your candy as good as you can—don't handicap its sale with an unworthy box. Many an otherwise shrewd and thorough-going candy manufacturer is doing just this!

Are you sure your boxes are all they should be—could be?

Ask the SCHULTZ organization to suggest an improvement on them. The result—submitted to you without cost or obligation—may prove a revelation to you.

H. SCHULTZ
Boxes are Trade Magnets

For 65 years it has been our pleasure and our task to supply the demands of a very large number of the country's most exacting and successful candy makers for modernized boxes. We know our business; and we can make that knowledge of prime benefit and value to you. A Schultz designed box will directly increase your sales. Let us prove it. Ask how!



H. SCHULTZ & CO.
CHICAGO'S OLDEST AND LARGEST MANUFACTURERS OF PAPER BOXES
519 to 531 SUPERIOR ST.
CHICAGO

Holman's Marshmallow Sheets

for Caramel Work

Help to add *Tone* and *Taste*

Packed in 25 pound cases

Made by the

Marshmallow Specialists

The Holman Confectionery Company

2026-30 East Willard Street

PHILADELPHIA, PA.

(*Continued from page 29*)

fined sugar at the price fixed by supply and demand and allow a profit on operations.

Conditions today are almost entirely free of speculative influence and the course of sugar is following and will continue to follow for some time the natural trend of supply and demand.

Stocks in all U. S. refining ports and all Cuban shipping ports at latest uneven dates were 1,295,895 tons, an increase over last year of 895,195 tons. One Central in Cuba continues to grind. Final crop outturn will approximate four million tons and the carryover at the end of the year appears at the moment as likely to be at least one million tons.

The estimated domestic beet crop is one million short tons, while the Louisiana crop is unofficially estimated at 225,000 long tons. Supplies are assured. It is only a question of marketing them at prices approximating those warranted by prevailing conditions. Buyers should continue to exercise caution on future requirements but continue to buy freely for immediate consumption.

Future

We have not gone into the situation as it appears for 1922, as this would be more speculative than wise. We can only see clearly perhaps the first three months of the year and in this connection it might be well to note that some new crop Cubas and Porto Ricos, in instances the whole outturn of particular Centrals, have been sold to refiners here at an average prevailing price at time of arrival of the sugars. San Domingos have also been sold on this arrangement to Canadian refiners.

The method of control of Cubas to be exercised during the overlapping period of liquidation of the present crop and the grinding of the new crop is one of the uncertainties of the future. Up to the present no restrictions are in force respecting new crop Cubas and trading in them may be concluded when and where favorable opportunity offers.

Refined sugar declined to 5.20c less 2 per cent with one refiner, while others still quote 5.30c. Demand continues fair for prompt delivery. Competition among sellers for business is keen and will bear watching. Caution would seem to be the proper word to govern the future.

Declines are further augmented by keen competition among refiners for the limited business available, this competition at times taking the form of quiet concessions of one kind or another, forcing further reductions as these facts become known.

Functions of the Foreman and Forelady

(*Continued from page 19*)

versation. "What are you doing, Sam?" "I's sawing wood, Mr. Henderson." "It looks to me as though Jim over there is sawing the wood." "Yeah, shuah! Jim's jest doing the work, I's boss." "How much do you pay Jim?" "Twenty-five cents a rick." "How much do you get?" "Twenty cents a rick." "But don't you see, Sam, you lose five cents a rick?" "Shuah! But yo' all knows, Mistah Henderson, as how it's wuth five cents a rick to be boss."

It may not cost an unthinking foreman five cents a rick to be boss, but it costs a company many times that amount per hour not to get rid of an unthinking foreman.

The "Pass the Buck" Attitude

The "Pass the Buck Attitude" foreman or forelady is another liability to a business. These have a fairly clear conception of their functions, but through inertia or inability to co-operate find it easier to "pass the buck" than to deliver the goods. These foremen look upon all contributing departments or factors merely as hooks upon which to hang an alibi. This type is too common to warrant much description. Every factory has them. The shrug of the shoulder attitude causes these foremen to avoid any serious effort to meet their problems squarely, to assume the responsibility they know to be theirs or to cut down the production costs by wrestling with these problems alone or in co-operation.

The Responsible Attitude

"The Responsible Attitude" is characterized by a keen sense of personal responsibility for producing at the lowest possible cost. This sense of responsibility develops initiative, co-operation and "punch." These foremen will analyze all the elements of their costs, will find new ways of reducing costs and will co-operate actively with departments jointly responsible with them for certain elements in their costs. Their principal activity will be the building up of efficient, satisfied, loyal organizations out of groups of men or women in their charge.

The foreman or forelady is the key staff member. During the war, the writer had occasion to investigate one of the large eastern shipbuilding plants. He was surprised at the snap and punch displayed by all the employees as compared with certain other plants in the same line of work and asked the chief executive of the company how it happened. The answer was short but explicit. "We train our foremen. They do the rest." This particular plant broke most of the shipbuilding speed records and the few words contained in his answer told the reason.

Prices Reduced
FOR
Immediate Sale

Werner & Pfleiderer

Jacketed Mixers

10 New
15 Slightly Used

Size 15—Type VI—Class BB

CONSTRUCTION:

Trough is jacketed sheet iron with cast ends. Tilting type. Standard drive by 3 pulleys—1 forward, 1 loose, 1 reverse—(Pulleys 48" diam., by 5½" face). Trough 33" long, 37¾ wide. Rated capacity 150 gallons. Working capacity 100 gallons. Floor space, 10'x6'4".

CHARLESTON
INDUSTRIAL CORPORATION
Nitro, West Virginia
Write Wire Telephone

The Most Attractive Candy Container in America

JEC'LAIR Package Beautiful

will lead all package sales for 1922

Designed and Copyrighted by

R. C. TAFT CO.

223 West Jackson Boulevard, Chicago

You Can Stimulate Your Sales With Our Money Back Plan





Write today for Samples and full details

THE LIMOGES CHINA COMPANY

SEBRING W. I. Gabris, Pres. OHIO

Dealer Helps

(*Continued from page 38*)

will have a very pleasing, decorative quality that will enable the dealer to make an attractive display.

"Most candy manufacturers have been dependent entirely upon their ability to get dealers to make displays of the boxes in which their candies are sold, in order that their packages be a success. We know of numerous cases where a manufacturer, without any advertising at all outside of the advertising his boxes have given, has created a substantial demand for his product, due to the results obtained through the display of his packages in windows and on counters."

Assuming that the manufacturer has a line of packages that are attractive, the next thought should be that of window display.

Window Display

"Window displays used in conjunction with boxes will, of course, make a more attractive window, and will tell a stronger story. When a manufacturer has say one thousand retail stores, he can afford to give his trade a window display screen or cutout that will help the dealer to make a very attractive display. In this connection, we might say that the dealer would not find it necessary to use as many boxes, and in some cases, manufacturers have found it to their advantage to use pictorial reproductions of boxes in the displays, and save furnishing the actual boxes. It is better, however, to show some boxes in connection with the cutout, screen or trim.

"Displays of this nature should be of a size that can be shipped by parcel post, or probably distributed by the manufacturer's own men. A diagram of a window should accompany same, so as to give the dealer inspiration for dressing his window."

Counter Cards and Box Stands

The Counter Cards: This piece of copy should never be made too large; seven by eleven inches or eight by twelve inches at the most. The design is of first importance and should, if possible, suggest the package or packages to be advertised.

The Box Stand or Holder for individual boxes has proved a winning piece of advertising, as it lifts the package out of the dust and enables the dealer to display it to the best advantage either on the counter or in the window.

Stuffers and Booklets

Package and Envelope Stuffers: The package stuffer is one of the best pieces of copy a candy manufacturer

can use. Make your packages advertise each other—a stuffer reproducing a box of nut chocolates in the natural colors, and put in the Cherry Slip box will sell nut chocolates.

One manufacturer found he could push seasonable goods by putting a color reproduction of the package in every box of his entire line; the orders simply piled in for the package illustrated.

Folders and booklets have their places in well-rounded campaigns, but they are accessories rather than necessities for candy advertising.

Summarizing: The first consideration is design—it must be attractive to sell candy.

Second: Consider the dealer as your personal distributor, his customers are your customers, Mr. Manufacturer, so build your campaign for the ultimate customer's eye, forget your own personal likes for color and design and make your "copy" for the popular taste.

Third: Help the dealer by keeping him posted in regard to what you are preparing to help *him* sell your goods—every good dealer deserves and will appreciate this confidence.

LITTLE THINGS

He rang in a little sooner
Than the fellows in his shop;
And he stayed a little longer
When the whistle ordered "Stop."
He worked a little harder
And he talked a little less,
He seemed but little hurried
And he showed but little stress.
For every little movement
His efficiency expressed.
Thus his envelope grew just
A little thicker than the rest.

He saved a little money
In a hundred little ways;
He banked a little extra
When he got a little raise.
A little "working model"
Took his little "leisure" time,
He wrought each little part of it
With patience most sublime.
Now it's very little wonder
That he murmurs with a smile,
As he clips his little coupons:
"Aren't the little things worth while."

—*Selected.*

At this time of the year Chocolate-Coated candies become soft and dull in most stores due to the humidity.

This can be prevented by the use of Haehnlen's Hardener, which results in the chocolates retaining their gloss and luster and keeping hard.

Send for booklet and quotations that will show you how to better please your trade.

Manufactured by
L. S. HAEHNLEN
3817 Wyoming Street, St. Louis, Mo.

Sole Distributors:
HAUG & CO., Inc.
295 Broadway New York, N. Y.

CANS
FOR
HARD CANDY
AT
LOW PRICES
That will please you



"SterNational"
Quality and Service
ASK US

CLASSIFIED ADVERTISING

FOREMAN WANTED—ALL ROUND candy maker to take charge of factory with ten to fifteen thousand pound daily capacity. Splendid opportunity and good salary to man of ability and ambition. State experience and reference. Address Pennsylvania Candy Mfg. Co., 1216 Metropolitan St., Pittsburgh, Pa. 562, 89

SALESMAN CALLING ON MANUFACturing confectioners and chocolate manufacturers—as a side line talk machinery. No samples to carry. Liberal commissions. Write territory you cover. J. Friedman, 30 Church St., New York, N. Y.

SALESMAN WANTED—LIVE WIRE salesmen selling wholesale candy trade, ice cream plants, factories, etc., Eastern States, take on side line—develop carload sales soft coal and heating coke. Profitable proposition. State territory covered, references. Write Coal Operator, Box 1151-M, Harrisburg, Pa.

SALES MANAGER WANTED—CAPable of organizing sales force and directing sales. Man preferred who has acquaintance in confectionery field and ability to push a high grade candy line. State experience, give references and salary expected. Write Pleyte-Disch Candy Co., 298 Grove St., Milwaukee.

FOR SALE—BUTTER-KIST POP-CORN machine and peanut roaster, all electric model, new—used only three months. Address, W. E. Rogers, Milton, Wis.

WANTED—OLD ESTABLISHED COCOA and Chocolate house wants experienced traveling salesman for Western territory. Resident of Chicago or other big Western city. Splendid opportunity. F. Bischoff, Inc., H. C. Lauer, General Manager.

WE WILL HAVE SEVERAL OPPORtunities in 1922 for salesmen with established records to cover wholesale trade. Write at once with full particulars of territory covered and net sales, to Paul F. Beich Company, Bloomington, Ill.

SUPERINTENDENT — UNUSUAL OPportunity for high grade thoroughly experienced superintendent with a successful record of at least ten years in a similar capacity in other factories, to make permanent and profitable connection with large Boston factory making chocolate confectionery only. He must be well educated, able to handle five hundred employees and have a thorough knowledge of modern large scale production. Apply either in writing or person to G. C. Miller, President Miller Candy Company, Heath Square, Boston, Mass.

WANTED—A MAN WITH SEVERAL years' experience in the general line of manufacturing confectionery, to act as a working foreman. We can offer an opportunity to the right person. Must have a clean record as to character, and ability to satisfactorily handle help and get out production. Address Magruder-Wood Chocolate Co., 757 N. Salina St., Syracuse, New York.

Send in your "WANT ADS"

for the January Issue—
"The Superintendent's Number"
Forms close December 15th.

FORTUNE PRODUCTS TRADE MARK

A Chocolate Factory devoted to the exclusive manufacture of High Grade Chocolate Coatings and Liquors

Samples and Prices sent on request

FORTUNE PRODUCTS CO.
416-22 South Desplaines Street
CHICAGO

NULOMOLINE
THE HONEY OF SUGAR

Bigger Business
from
Better Methods

THE present day aggressive production and merchandising methods make it necessary for candy manufacturers to seek and utilize all obtainable knowledge and service, which will enable them to make superior candy.

The Service Department of this company have borne this truth in mind. We will willingly give the trade the benefits of recent specialized work.

Particularly timely are our methods and formulas for making Chocolate Coated Creams.

We will welcome your inquiry

The Nulomoline Company
111 Wall Street
New York, N. Y.
Boston Chicago

Tested by Time
and
Found Reliable

THE Original Terpenless Citrus Concentrates have been in growing demand among Manufacturing Confectioners for nearly 40 years.

This fact is their greatest recommendation to you.
Examine samples and judge for yourself.

FOOTE & JENKS
Expert Flavor Specialists
JACKSON, MICH.

BENDIX PAPER CO.
Paper Specialties for Candy and Perfume Manufacturers
67-69 IRVING PLACE
NEW YORK

Glassines,
Paddings,
Sheet Gelatine,
Bendifane etc.

Factors for
Geo. Schmitt & Co. Inc.
Art Lithographers and
Printers since 1874
Distinctive Labels and Seals

"Everything for the Candy Box Except the Candy"

The package with class wins.

We can furnish the class if you will give us an opportunity.

SETTER
HARD MAPLE SUCKER STICKS

BOTH BLUNT
AND POINTED

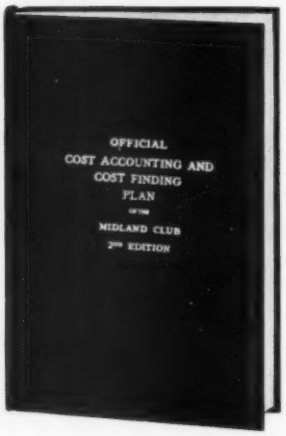
Large stocks always on hand

Samples and prices will convince you that these are the sticks you ought to use.
Write

SETTER BROS. CO.
Cattaraugus, N.Y.

OFFICIAL
Cost Accounting and Cost Finding Plan

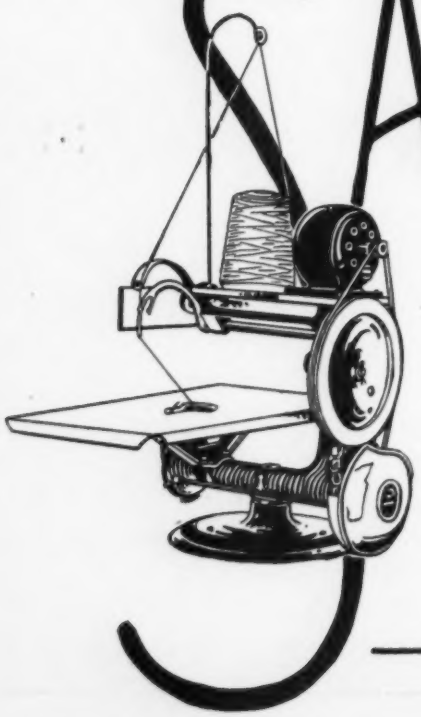
Adopted by
The Midland Club



$3.00
the copy

For Sale by
The Candy Manufacturer
30 North La Salle St., Chicago

SAXMAYER



A Machine Installed Is Money Saved—

To Say Nothing of the Convenience

Candy Manufacturers who are using the Saxmayer Bundle Tyers say they could not get along without them.

Here Is Our Free Trial Offer

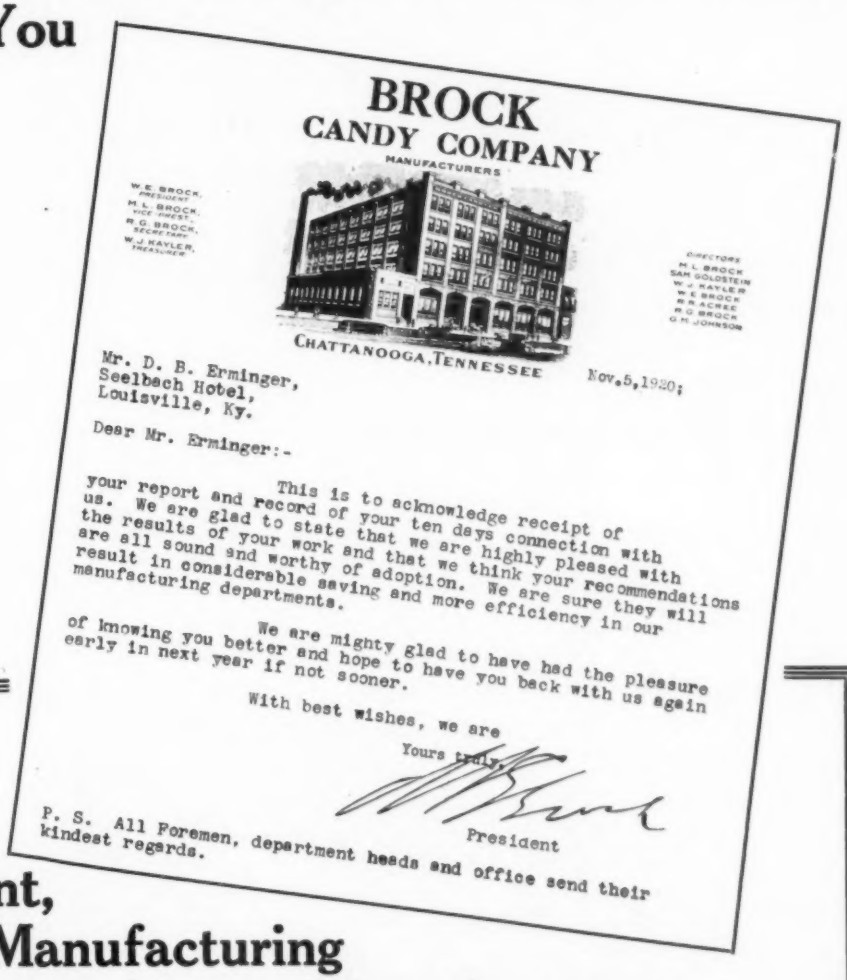
We will ship this machine to you on 10 days' trial and if you don't find it one of the most profitable investments you ever made—return the machine.

Simple to operate—Just attach to an ordinary light switch. Requires no experience to get excellent results.

Write for complete information.

National Bundle Tyer Co.
Blissfield, Mich.

What Our Specialized Knowledge of the Candy Industry Did for These People Would Be Equally Valuable to You



BROCK
CANDY COMPANY
MANUFACTURERS

W. E. BROCK, PRESIDENT
M. L. BROCK, VICE-PRES.
R. G. BROCK, SECRETARY
W. J. KAYLER, TREASURER

DIRECTORS
M. L. BROCK
SAM GOLDSTEIN
W. J. KAYLER
W. E. BROCK
R. R. ACREE
R. G. BROCK
G. M. JOHNSON

CHATTANOOGA, TENNESSEE

Nov. 5, 1920.

Mr. D. B. Erminger,
Seelbach Hotel,
Louisville, Ky.

Dear Mr. Erminger:-

This is to acknowledge receipt of your report and record of your ten days connection with us. We are glad to state that we are highly pleased with the results of your work and that we think your recommendations are all sound and worthy of adoption. We are sure they will result in considerable saving and more efficiency in our manufacturing departments.

We are mighty glad to have had the pleasure of knowing you better and hope to have you back with us again early in next year if not sooner.

With best wishes, we are

Yours truly,

President

P. S. All Foremen, department heads and office send their kindest regards.

Management, Sales and Manufacturing Problems Solved for Manufacturers

Don't confuse Erminger Service with ordinary efficiency service.

We don't claim to have any ideas that would be equally valuable to "the butcher, the baker and the candlestick maker," but we have positively demonstrated that we have specialized knowledge of the candy manufacturing industry that enables us to save money and increase the quality and quantity of output in every candy factory using our service.

We don't enter a factory and try to convince the men who have spent their lives in the plant that we know more about their business than they do. On the contrary, we co-operate with them in such a way that they are glad to make use of our ideas for you.

Thirty-five years' experience in every branch of the candy business makes this possible. Our service is not based on general theories, but on actual experience.

We can show you letters in our files from manufacturers all over the country expressing appreciation of work done for them.

We can't tell you in this space just what Erminger Service will do for you, but we do know that we have never failed to give a client real constructive advice that has paid many times over for the cost of the service.

If you have a candy problem or a "hunch" that things could be improved in your plant, write us about it and let us show you what we have done in similar cases for others.

It doesn't cost you a cent or obligate you in any way to inquire. Write today.

Erminger Service Bureau

105 W. Monroe St. **Chicago**

VON DANNENBERG & PICK

82-92 Beaver St.—NEW YORK CITY—129 Pearl St.

BROKERS IN

All Grades of Cocoa Beans, Cocoa Butter and Cocoa Products

GOOD MORNING—

Eyes Right!

One of our Popular Machines:

A Read Three Speed Mixer

for all batches requiring

Whipping, Beating or Rubbing

Including

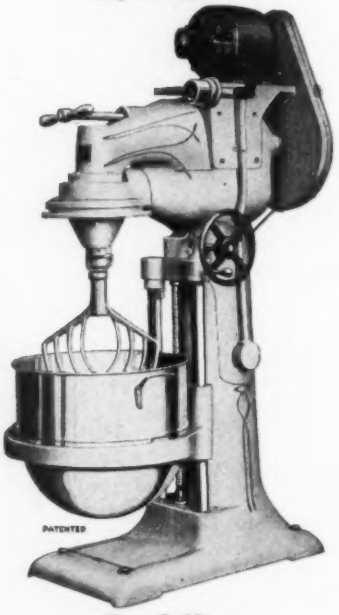
Whipped Creams, Marshmallow, Mazetta, Chocolate Paste, Nougats, Fondant and Mixing Almond Pastes.

Wait, We'll Show You Something New Next Month

READ MACHINERY COMPANY

YORK, PA.

Buy a "READ"



Type D Mixer

Highest Grade Shelled Nuts

1885—IMPORTERS—1921

SPENCER IMPORTING CO.

163 Greenwich Street, New York City

Please Let Us Quote You on

Stone Candy Slabs

with the Six Point Superiority

1. Free from all mineral substances, seams and waves.
2. Will not absorb odors, moisture, oil or grease.
3. Retains heat longer than the ordinary candy slab.
4. Cools gradually, eliminating losses from granulation and crystallization.
5. Will not crack or scale, making them more hygienic than marble.
6. They cost less than slabs of inferior quality.

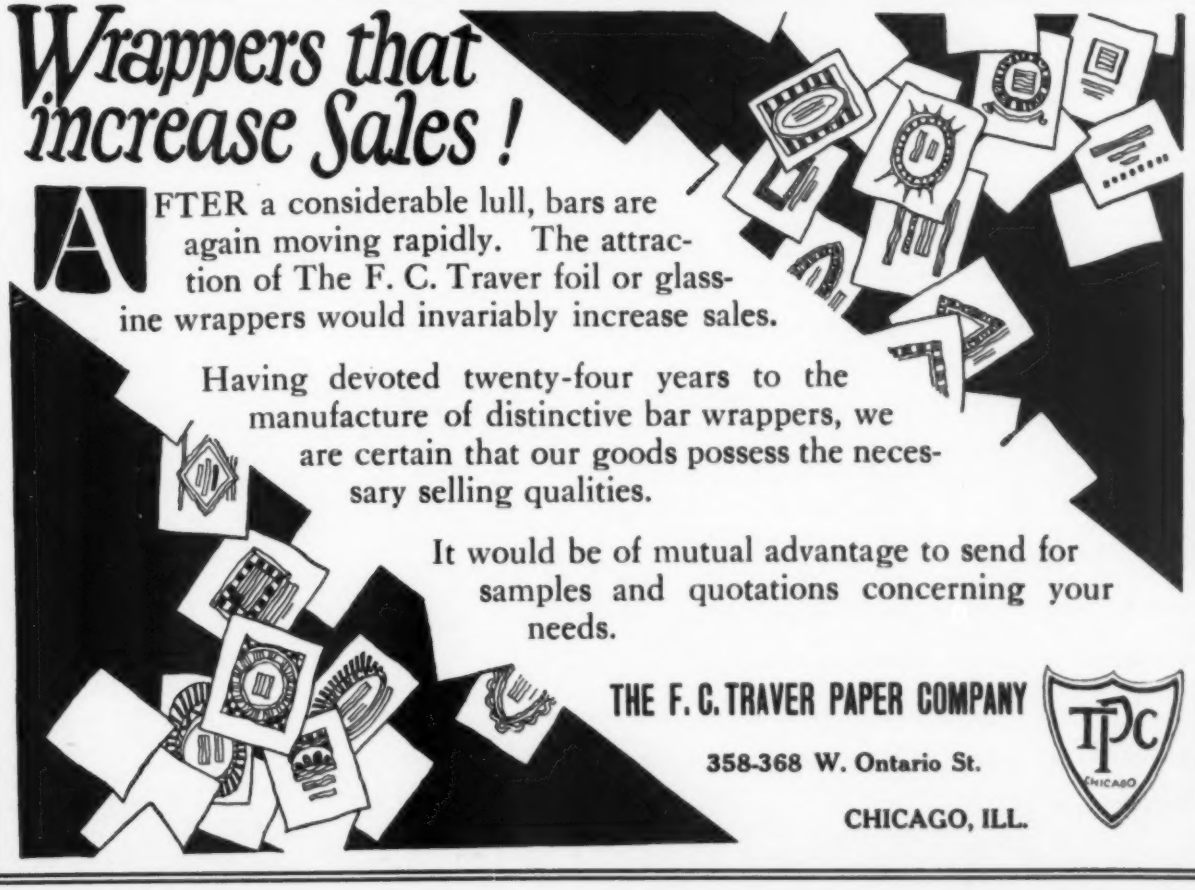
You can get Eureka Candy Slabs in any size or thickness you desire. (Most of our customers find the 2-inch thickness gives best satisfaction.) We carry a large stock on hand and can make prompt shipments.

Tell us about your requirements for candy slabs and let us quote you on the size you need. Then—you will be prepared for the next time you need candy slabs.

THE EUREKA STONE AND MARBLE CO.

179 Maple Street, Columbus, Ohio

Wrappers that increase Sales!



AFTER a considerable lull, bars are again moving rapidly. The attraction of The F. C. Traver foil or glassine wrappers would invariably increase sales.

Having devoted twenty-four years to the manufacture of distinctive bar wrappers, we are certain that our goods possess the necessary selling qualities.

It would be of mutual advantage to send for samples and quotations concerning your needs.

THE F. C. TRAVER PAPER COMPANY

358-368 W. Ontario St.

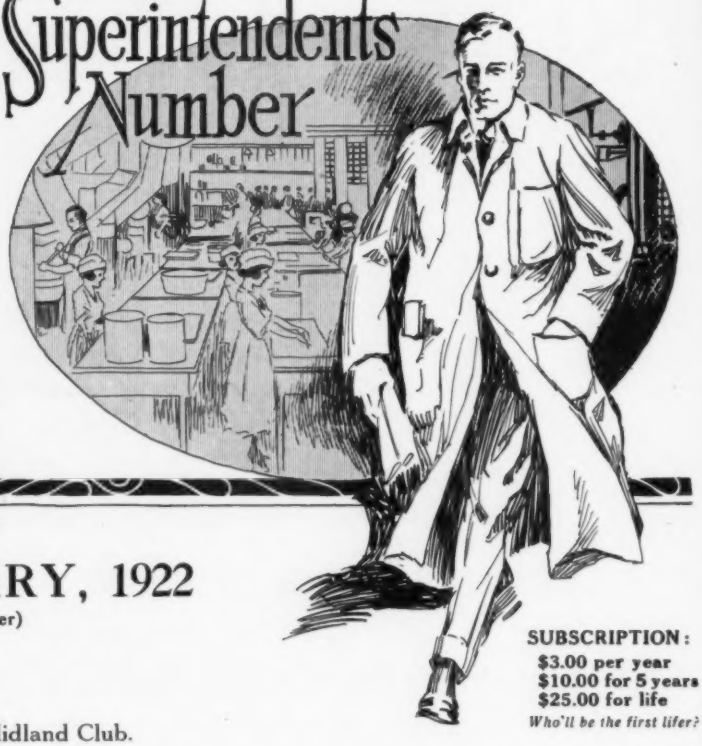
CHICAGO, ILL.

DON'T MISS THE NEXT ISSUE:

"Read Wherever Good Candy Is Made"



The Superintendents Number



ISSUE OF JANUARY, 1922

(The Superintendent's Number)

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"Getting Production From the Gas Vacuum"
By Geo. J. Armstrong, Superintendent, McKusick, Towle & Company.

"Manufacturing Control"
By Clyde E. Murray, of the Stevenson Corporation.

"Machine Production Pointers"
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"Important Factors in Machine Efficiency"
By Janson R. Williams, National Equipment Company.

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"Let's Understand Gelatine"
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"Corn Syrup—I"
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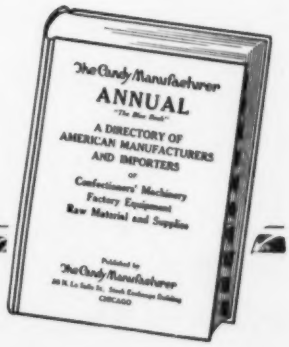
"Invert Sugar"—(Its properties and methods of making.)
By Dr. Frederic W. Murphy.

"Consumption of Products From the Coconut"
By Franklin Baker, Jr.

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$3.00 per year
$10.00 for 5 years
$25.00 for life
Who'll be the first lifer?

REMEMBER

A 5-year subscription ($10.00) includes the first edition of "The Blue Book" Directory of candy factory equipment and supplies gratis.



OUR AIM: Every confectionery superintendent and executive in United States on our subscription list by January 1st, 1922.

The Candy Manufacturer Publishing Company, Stock Exchange Building, **Chicago**



TION:
year
5 years
life
rst lifer?

$10.00)
ion of
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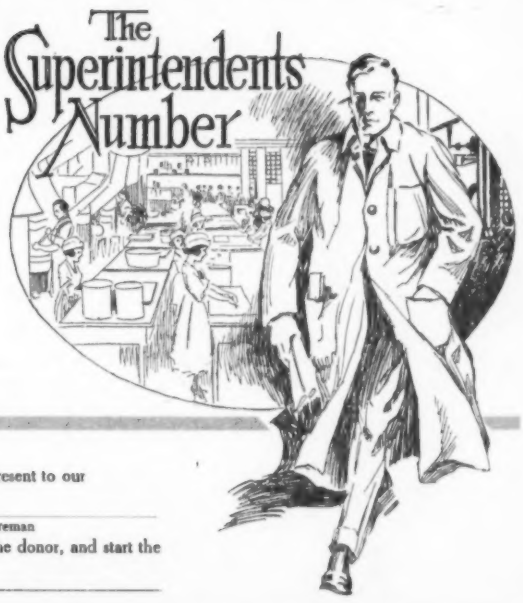


1921



A Christmas Suggestion

A subscription to The Candy Manufacturer with your compliments, would be one of the most valuable and appreciated expressions of the spirit of Christmas which you could possibly make to your superintendent and purchasing agent. Have it sent to their homes.



Earl R. Allured, Publisher.

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BUILT on all the *latest up-to-date labor saving lines* to produce ALWAYS a *uniform* ARTICLE.

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Suite 516, 118 N. LaSalle St.

SAN FRANCISCO
Room 240 Hansford Block,
268 Market St.

Simplex Vacuum Cooker Facts

THE Simplex Vacuum Cooker will make a better hard candy at a lower cost than is possible by any other known method.

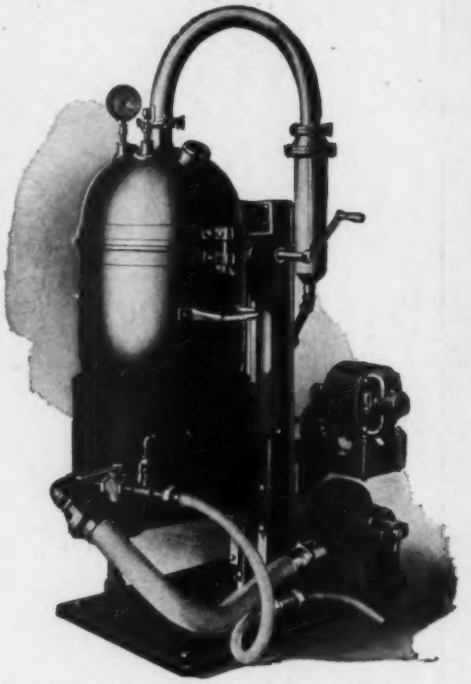
The flexibility of the Simplex Vacuum Cooker, recommends itself to the manufacturer who wishes to cook a variety of batches, both as to size and combination of raw material.

Using the Simplex Vacuum Process you will obtain **a clearer and dryer candy** due to the moisture and air having been extracted by Vacuum, consequently when pulled and spun results in a **whiter** product and **more lustrous satin finish.**

Candy made the Simplex Way will not sweat from the inside, therefore, it will not stick; **it will keep longer.**

A great percentage of scrap can be used in the Simplex. **A larger percentage of glucose or corn syrup can be used** than in other methods, producing a better candy.

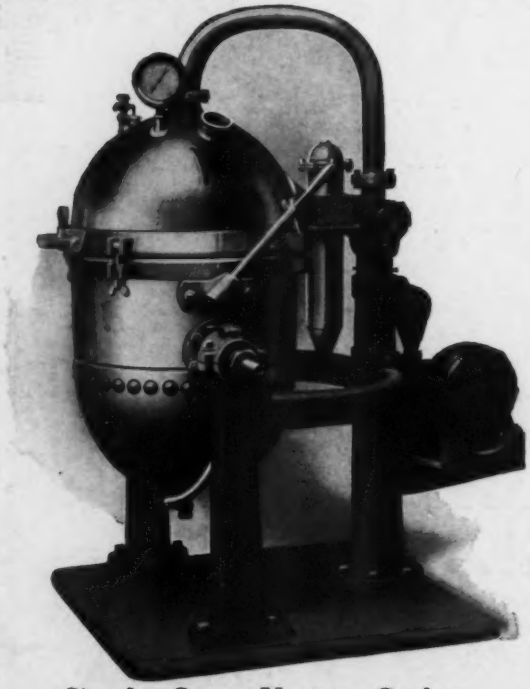
Candy made the Simplex Way will be sweeter because it is not cooked to a high degree over fire or steam, which dissipates the sweetness.



Simplex Gas Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity: 25 to	Weight
2x4 ft.	6 ft.	½ H.P.	100-lb. Batches	1200 lbs.



Simplex Steam Vacuum Cooker

(Process Pat. June 30, 1914)
Patents April 20, 1915, November 30, 1915

Space	Height	Power	Capacity: 50 to	Weight
4x6 ft.	6 ft	½ H.P.	200-lb. Batches	2500 lbs.

THE Simplex cooks straight sugar perfectly. A batch cooked in a Simplex Vacuum Cooker is **ready to work immediately after it is poured on the slab.**

The machine is simple in design and made of the highest grade material. **It does not require mechanical knowledge nor skill** to operate it successfully.

The Simplex Vacuum Cooker has proved the test in years of successful usage among some of the highest grade manufacturers in the United States as well as foreign countries.

OVER 400 IN USE

Vacuum Candy Machinery Co.
326 W. Madison St., CHICAGO, ILL.